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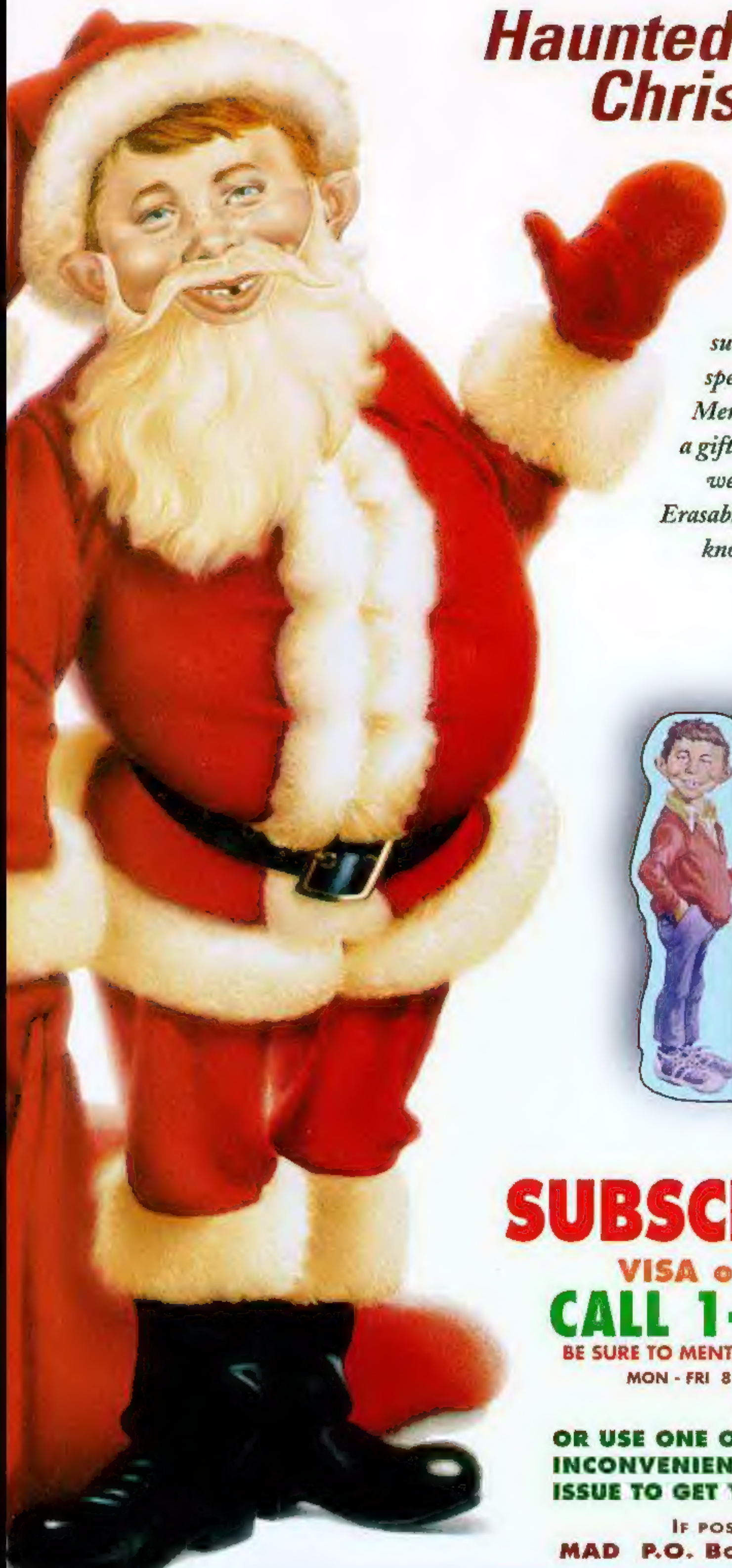

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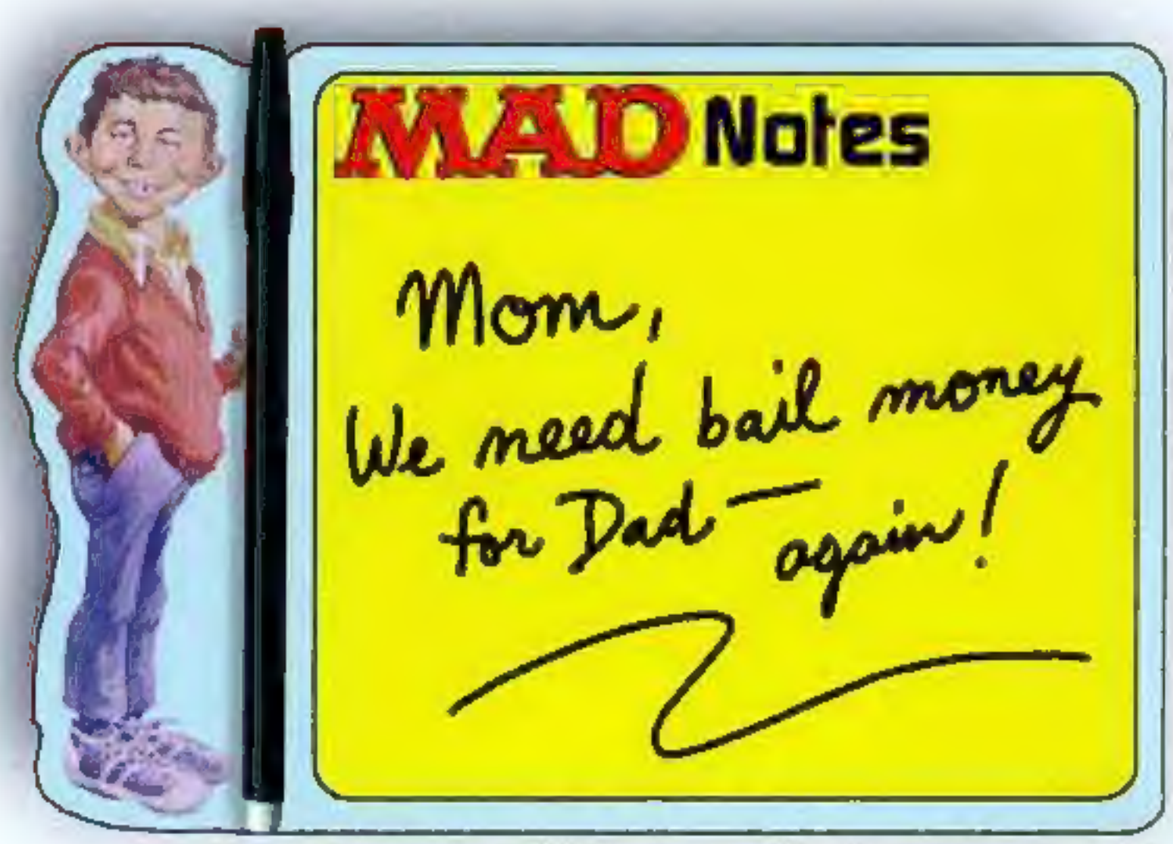

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MAD

DECEMBER 1998 NUMBER 376

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MAD (ISSN 0024-9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues $24.00 or 24 issues $45.00 or 36 issues $60.00. Outside U.S.A. (including Canada): 12 issues $30.00 or 24 issues $57.00 or 36 issues $78.00. (Canadian price has GST tax included.) Entire contents © copyright 1998 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 53345 Boulder, CO 80322-3345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. Any similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

"Anyone who says the truth shall set you free has never been to Traffic Court." — Alfred E. Neuman

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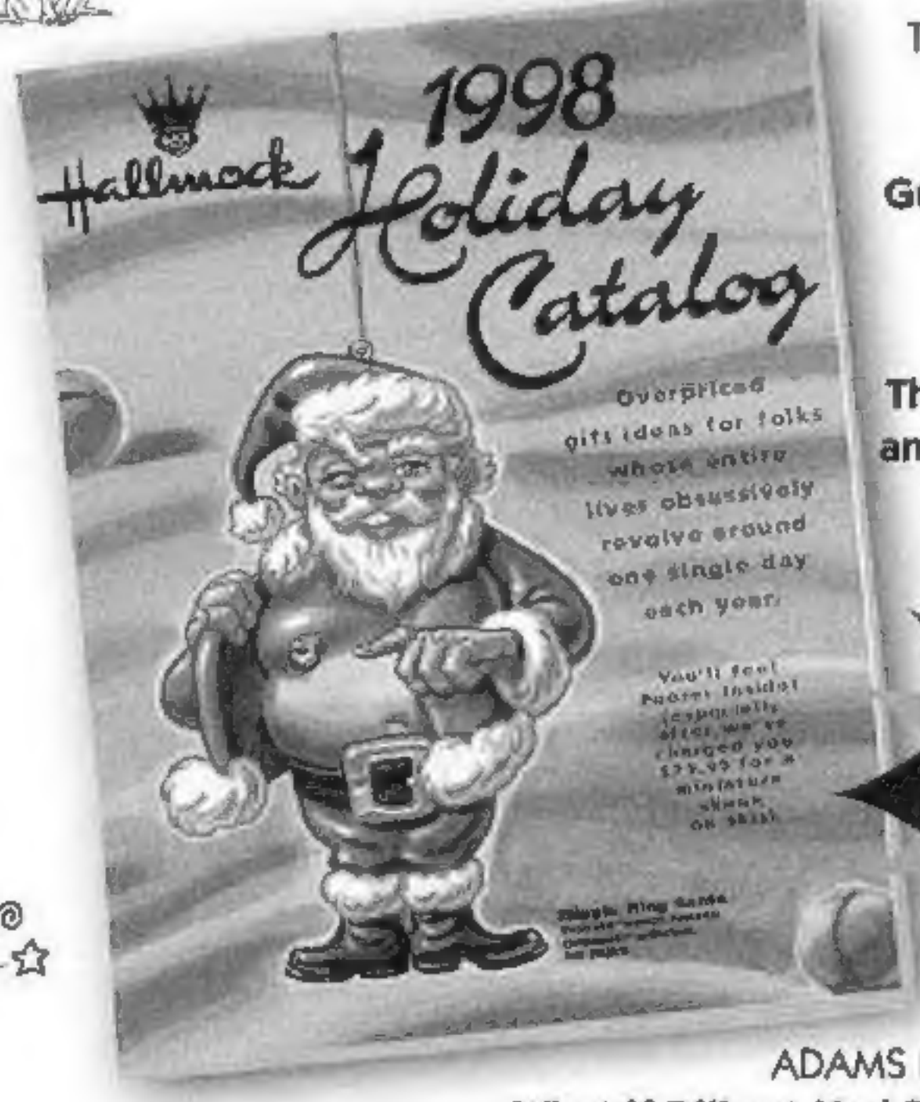
Hallmark
1998 Holiday Catalog
Overpriced gifts ideas for folks whose entire lives obsessively revolve around one single day each year.

Our Full Color 8 Page Spoof of The Hallmark Holiday Catalog! Page 21

FRONT COVER ARTIST: MORT DRUCKER
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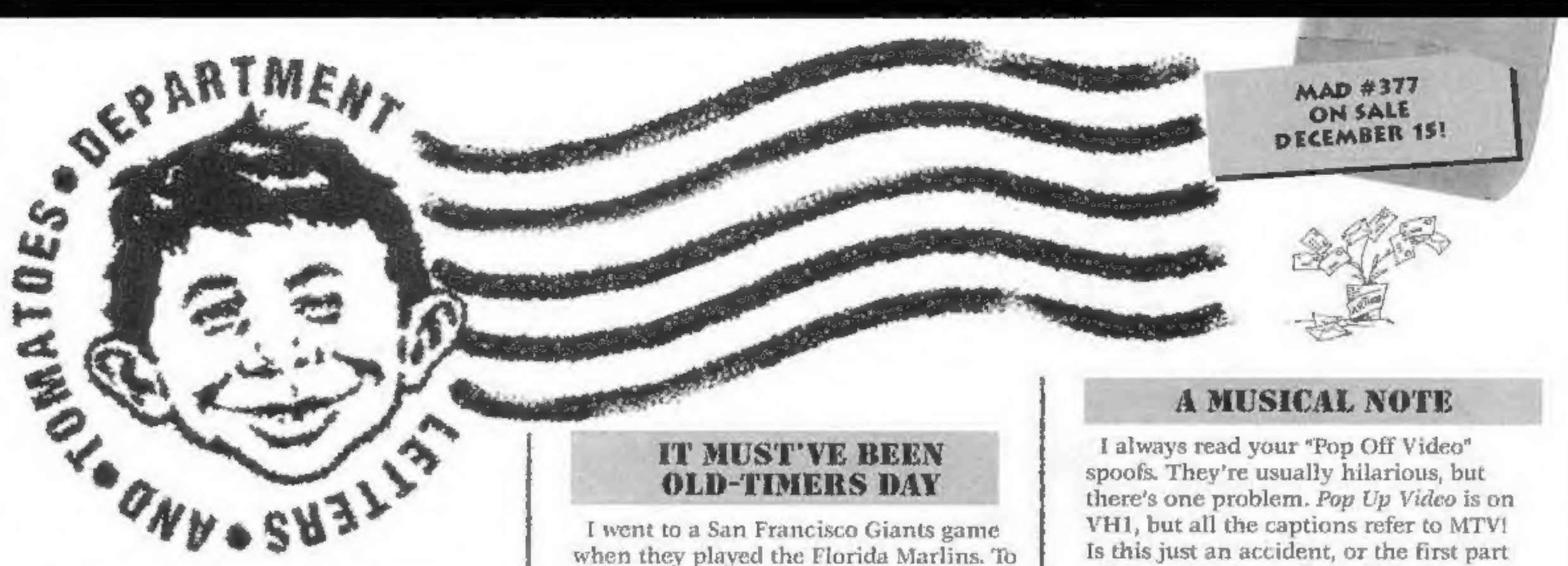

MAD MUMBLINGS @aol.com
SPECIAL ALL-QUESTIONS EDITION

When people go to a ballgame, why do they sing "Take Me Out to the Ballgame" if they are already there? — Magus223...*Did you know that an egg and a tire can make a boring day fun?* — DIEHARD861...*24 beers in a case, 24 hours in a day, coincidence?* — Way2DrUnK...*Do you think cheese could beat a banana in a fist fight?* — RATTO2...*Are alcoholic vegetarians allowed to drink Beefeater's Gin?* — Oenone4evr...*I'm sucking earthworms through a straw! Why aren't you?* — Ash148...*Will you fill my Pez?* — Markus7266...*If practice makes perfect, and nobody's perfect, why practice?* — SammyB33

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HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 376, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

IT MUST'VE BEEN OLD-TIMERS DAY

I went to a San Francisco Giants game when they played the Florida Marlins. To my amazement, Florida's shortstop was named Dave Berg! How is that possible?

Nick Fehr
Berkeley, CA

Nicky — Well, the cat is out of the bag! MAD's own Dave Berg is spending time away from the drawing board shagging flies, working on the bad hops, practicing 6-4-3 double plays and thrilling the pants off Marlins fans! Unfortunately, Dave was put on the 21-day disabled list. Baseball fans everywhere hope for his speedy recovery!

A MUSICAL NOTE

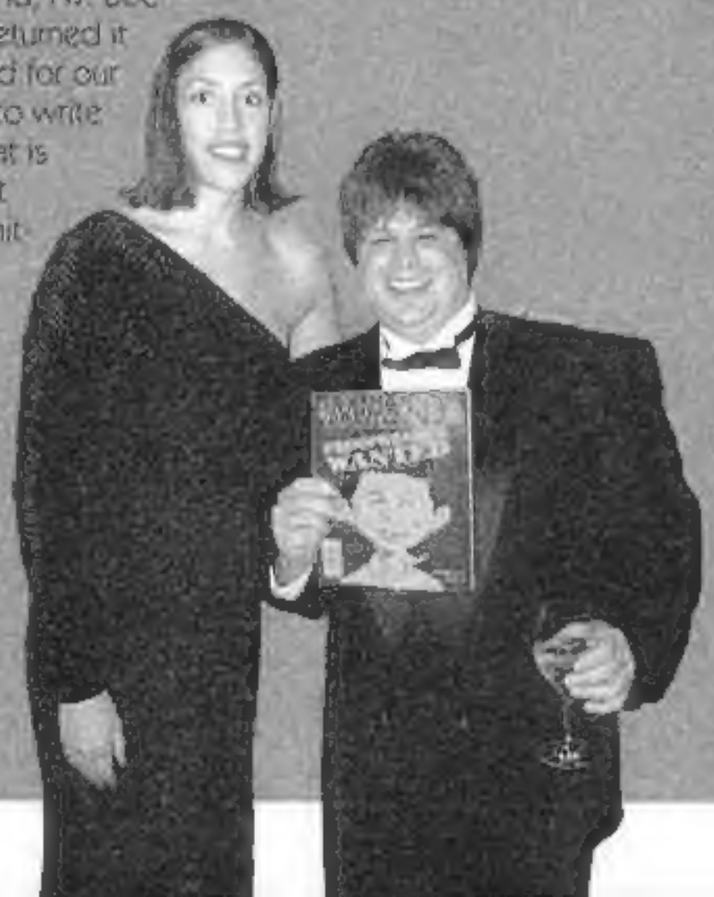
I always read your "Pop Off Video" spoofs. They're usually hilarious, but there's one problem. *Pop Up Video* is on VH1, but all the captions refer to MTV! Is this just an accident, or the first part of your plans to confuse MTV viewers like myself?

Mark Hurd
Flower Mound, TX

Marky Mark — You've raised a good point. To get to the bottom of this scintillating VH1/MTV controversy we contacted one of the original VJ's of MTV, Mr. Mark Goodman. Unfortunately, Mark was unable to answer your questions. It was a particularly busy time for him. He had a batch of fries waiting to come out of the fryer, he had 10 cars backed up in the drive-thru, the shake machine was on the fritz and he was damn near out of pickles! But perhaps most exasperating for Mark was the pimple-faced manager who kept screaming at him, "Hey nimrod, if I've told you once I've told you a thousand times, when a customer says no onions, he means NO onions!" Mark did say, however, thanks for writing and thanks for remembering! —Ed.

MAD CELEBRITY SNAPS

EDITOR'S NOTE: *Recently we received the following "celebrity snap" from Elliot Bershader of Staten Island, NY. Due to a crazy misunderstanding, we returned it because we didn't think it qualified for our little feature. This prompted Elliot to write back with this stinging query: "What is wrong with this photograph? What exactly are you looking for? I submitted a picture with your magazine posing with WNBA star Rebecca Lobo, the #1 female basketball player in the world!" Oops! Our mistake! We thought some woman had sent in a photo of herself posing with former Eight is Enough munchkin Adam Rich! Well excuuse us Elliot! O.K. we'll give you a one-year subscription, but you have to promise that with the money you save you'll get yourself a decent haircut!*



Enclosed is a picture of the baseball phenomenon of the year, Mark McGwire, holding the Christmas issue of your magazine, in swim trunks in Hawaii. He was a very good sport about having his picture taken when he was clearly on vacation.

Hannah Smith
Mountain City, TN

Hannah's got the camera, here's the pix, it's a fabulous shot, way way better than Adam Rich's stupid photo of that Lobo chick, that baby is going, going gone! It's a home run for Hannah! This is one for the record books! Congrats on your three-year subscription, how about that!

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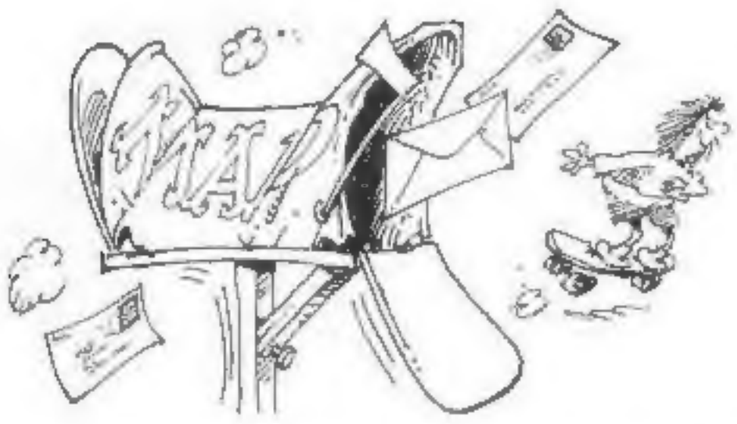

MONEY IN THE THANK

Thank you so much for printing my letter to you, as a gift to my father (Letters page #370). All of our friends and family got a huge laugh out of it and my father was just beside himself when he saw the letter. We bought 20 copies of MAD and gave all but 18 away. You're the best!

Maeve Sanchez
Chesapeake City, MD

Maeve — Much thanks for your heart-warming letter. We passed it around the office for everyone to read. One of our crack staff suggested we print your thank you letter (and any subsequent thank you notes that you send) so we can maintain the 20-copy blip on our sales charts. Even bumbling Godfrey agreed that this idea may be the greatest marketing plan in MAD's 46-year history! —Ed. P.S. Say "hi" to Papa Hession for us!

RECEIVING A HANSON NOTE

I recently was reading a few articles in your magazine that were making fun of Hanson (i.e. "Letters to Hanson" MAD #369). I'm really getting sick of listening to you making fun of them. Why would you think it would be funny to put that stuff in there about them? By putting that crap in about Hanson it's making a lot of people upset, so don't be surprised if your sales go way down!

D.L.
Fargo, ND

Heavy D. — Sales going down? Ha ha ha, don't make us laugh! We don't have a care in the world about our sales going down now that we've implemented a fool-proof marketing plan, Operation Papa Hession! 20 copies here, 20 copies there and we're on MAD Easy Street! Say "hi" to the Hanson "boys" for us! —Ed.

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IT'S A WONDERFUL KNIFE DEPT.

My God, your six-year-old brother's **wielding a sharp butcher knife!**

I told you he was a **precocious kid!**

Precocious?

Yes! I think it means someone who **attacks teenagers** who are **making out!** He's kind of a **LIVING birth control device!**

HE-L-L-PPPPP!...After 20 years I'm having this **same recurring nightmare** that my maniacal brother **Maykill** is **still hacking up** people! My nightmares are like some **terrible movie** where they show the same **"chasing people with a knife"** scene over and over again! I'm getting so **sick** of **rehashing** my own **nightmares** that the "scary" parts aren't even **worthy** of a...

Maykill! Mayhem has **escaped!** And on this **most holy** day, **Halloween!**

I **hope** he doesn't go back to his **old ways** of **hacking** people to **death** with a **knife!**

Well, besides **butcher knives**, he **escaped** with **cleavers, saws** and an **ax!**

Well, if **nothing else**, we've added some **variety** to his **life!**

I don't want to sound like an **old fuddy-duddy**, Maykill, but it's **not normal** for a six-year-old kid to **hack up** people! **Especially** without even **asking "may I?"** You're not only a **homicidal maniac**, you're a **RUDE homicidal maniac!**

You will be **imprisoned** here at **Our Lady Of the Loonies** until you're ready to **admit** that **hacking** 23 people to death was **very, very naughty!**

Staying here is **not a free ride!** You will be **rehabilitated** in our work program! Working six hours a day **cutting meat** in our **butcher shop** should **help reform you!**

BLAH BLAH

SILENCE IS GOLDEN

SAM VIVIANO

ARTIST: SAM VIVIANO

WRITER: DICK DEBARTOLO

HOLLOW-SCREAM

Mom, why aren't you going with the students on the school camping trip to Yosemite National Park?

Because it's Halloween, and I don't want to be out in the scary wilderness!

But you'd be out there with over 100 students!

That's the scary part! It's frightening enough dealing with those students indoors, during the day! Being with them in the woods, at night, forget it!

PILLS

PROZAC

Breakfast Vodka

You're so mean! First you won't let me go on the school trip, and now I bet you're staying here just to spy on me!

Not true! I'm staying here to make out with Swill Bend'em, the guidance counselor!

Make out?

Er...I mean I'm staying here to make out report cards with Swill Bend'em!

Park Crest

GUARD HOUSE

MANIACS KEEP OUT! ALL OTHERS RING BELL

You have to get a grip on your life, mom!

Don't lecture me! I got rid of your drug addict dad, didn't I?

You got rid of him because he was using YOUR drugs! Look at this medicine cabinet! There are 87 kinds of drugs in here!

87? There should be 89! I pray I can get through this night with only 87 kinds of drugs!

Bless Our Happy Home

Maykill Mayhem Kills Lots of People

Mayhe Escape

I don't know what it is, but I seem to see Maykill's face everywhere I look!

Maybe it's all the newspaper clippings, photographs and boxes of video tapes of him! Get rid of them!

I guess I should, but after all, he IS my brother!

Maykill Mayhem Years Funny Mask

Maykill Mayhem Gets Big Time Out

Your brother Maykill is not coming back to get you! What will it take for you to face that fact?

Six of the red pills, five blue, three yellows... Oh, just give me a nice "rainbow" assortment!

Mom, pills are NOT the answer!

O.K.! Just give me a double scotch! And a bourbon chaser!

I want you kids to enjoy your trip to Yosemite...but there are a few little rules! No drugs, no booze, no hanky-panky, no gambling, no swearing, no gum chewing, no loud talking, no radios, and most of all, no between-meal snacks!

Boo! Boo! Get a life! Grow up! Take acting lessons! Do a strip like in *True Lies*!

All right! Between-meal snacks ARE okay! I'm not THAT uptight! Now go have fun!

I'm not going on the school trip either! I'm just gonna go off by myself, find a remote motel and take a nice long hot shower and relax! I've heard of a very quaint place that's run by a young man and his mother!

You get some rest yourself, Very! Don't work so hard! And don't take any more drugs! And all that drinking isn't good for you either!

Stop lecturing me! You're worse than my mother!

Nice car! Neat license plate too: "PSYCHO 1"!

You have to let us out of the gate!

I can't! I could get in trouble! It isn't easy getting a good job like this! I work 24 hours a day, seven days a week, 365 days a year! And I work overtime!

Never mind, we'll just climb over the fence! It's only four feet high!

In that case, I'll open it! I don't want you to trip and sue me! I'd rather get fired than sued!

Hey! You seem very jumpy this evening!

Do I? Huh? Me? You scared me! Can you lower your voice?

I'm already speaking in a whisper!

Do you know sign language? Any noise at this time of the year spooks me!

I **owe** you an **explanation, Swill! Twenty years** ago **tonight**, my brother **Maykill hacked up** my **sister** and her **boyfriend!** It's **crazy**, but I feel **Maykill** is **still after me!** I've done **everything** I **can** to **protect myself** from **him!** I **faked** my **own death, changed** my **name** and got a **job** here as **head mistress** at **Dark Crest School For The Advanced Bland!**

And you're **worried** you **might become** the **HEADLESS** mistress?

Exactly! I keep **seeing images** of a **kid** with a **big knife!**

If you were **worried** about **kids** wielding big **knives**, you should have **stayed away** from **teaching!**

I can't **stop** my **nightmares!** I've tried **everything** to **control** them! **Yoga, self-help, Zen therapy,** even **Ex-Lax!**

Ex-Lax?

Like I **said**, I've tried **everything** to **get Maykill** out of **my system!**

My brother **Maykill can't stand** seeing **anyone making out!** If he **does**, he **slashes** them to **death!** It puts a little **damper** on **my love life!**

Let me tell you a bit **about me!** I was a **chef** when I **moved** from ***Northern Exposure*** to become a **doctor** with **no hope** in **Chicago!** To be **honest**, when I **came** into this **room**, I was **horny!** But after **hearing** that **story** about your **brother**, I think I'm **gonna look** into **becoming** a **priest!**

Wow, this **place** is **neat!** Where did **you** get **all** the **candles?**

There are **cases** of **candles everywhere!** People **need** them to **see** in this **school!** No one **ever puts on a light!** And **when** they **try**, the **switch** is **usually broken!** My **mom** told me that the **electric bill** for this **place** is **$15.21 a year!**

I'm **scared!** I think **there's** a **dead body** in the **dumbwaiter!**

It **wouldn't surprise** me if **there was!**

Why **wouldn't that surprise you?!?**

Because most **accidents happen** in the **kitchen** and that's **EXACTLY where we are!**

Hey! Has **anybody** seen **Charlie?**

Yeah! He's in the **kitchen**, and the **bathroom**, and the **library!**

How could he **be** in **so many places** at **one time?**

Easy! His **legs** are in the **kitchen**, his **torso's** in the **bathroom** and his **head** is in the **library!**

Well, at **least** his **mind** is **on books!**

Isn't this scene a little TOO dark?

I can't even tell what movie I'm in!

You're in *Hollow-Scream It's2Slow*, you idiot!

Damn! I was hoping I was in *SCREAM 2!*

Doesn't matter! They both have the exact same cliché situations! Screaming and running! Running and screaming!

Oh God! That's him! That's my brother, Maykill!

He's 26 years old? Amazing! He still has such a baby face! And not a single wrinkle! But he should get out in the sun more. he's really pale!

He's killing Raunchy, the security guard!

Who could blame him! Everytime he makes me listen to one of those awful stories he's trying to get published, I'd like to kill him myself!

What are you stabbing me for? I wasn't making out with your sister! Didn't you ever hear of platonic tongue kissing?

Some maniac hacked a bunch of kids to death and then killed Raunchy, the security guard and Mr. Bend'em, the Guidance Counselor!

Oh, that's too bad! Mr. Bend'em had a big heart!

I know! I saw it on the hallway floor!

They put you in a body bag, Maykill, because they think you're dead, but I know better! That's why I stole you and this ambulance! I'm gonna find a nice place for us to stop and talk! Oh, here's a nice spot!

Oops! Sorry, Maykill! Now you know why it's so important to have your seat belt fastened!

SCREECH!

I've got to make SURE you're dead! I don't ever want to be stalked again, or have to act in another sequel! So chopping off your head is for me! And chopping off your arms and legs is for every movie-goer who wasted big bucks to see me do this! Good-bye, Maykill!

!

I did it. Yawn! I finally killed Maykill! He'll never be back! I'm free of that terror! If I wasn't so strict with you, you might have turned out bad too! That's why I plan on keeping you under even tighter rein!

Yeah, well I've had it up to here with you and your rules and regulations! And I'm not gonna take it anymore!

Damn! I guess it's in the family genes!

SWILL OF FARE DEPT.

Phrases YOU NEVER WANT TO SEE ON A Restaurant Menu

Whether you're in a haughty four-star clip joint, some trendy ethnic dump or an overhyped theme restaurant owned by has-been movie stars, the one thing you don't want is an unpleasant culinary surprise. So even if the waiter assures you that it "tastes like chicken," pore over the daily specials and bolt for the nearest exit if you come across any of these...

..with just a hint of placenta..

..served on its own stunk candy

..pre-mashicated...

...swamp-ripened...

..pavement-cured..

..and lemons..

...travel-fed...

...and a splash of ol' fashioned bladder squeezin's...

...a melange of taste-tempting testes...

..a succulent parasite...

...robust secretions of...

..and landfill-raised truffles..

...smothered in natural discharges..

..tenderly gelded morsels..

..freshly strangled..

..in a medley of live bait..

...cockfight quality breast meat...

stillborn quail..

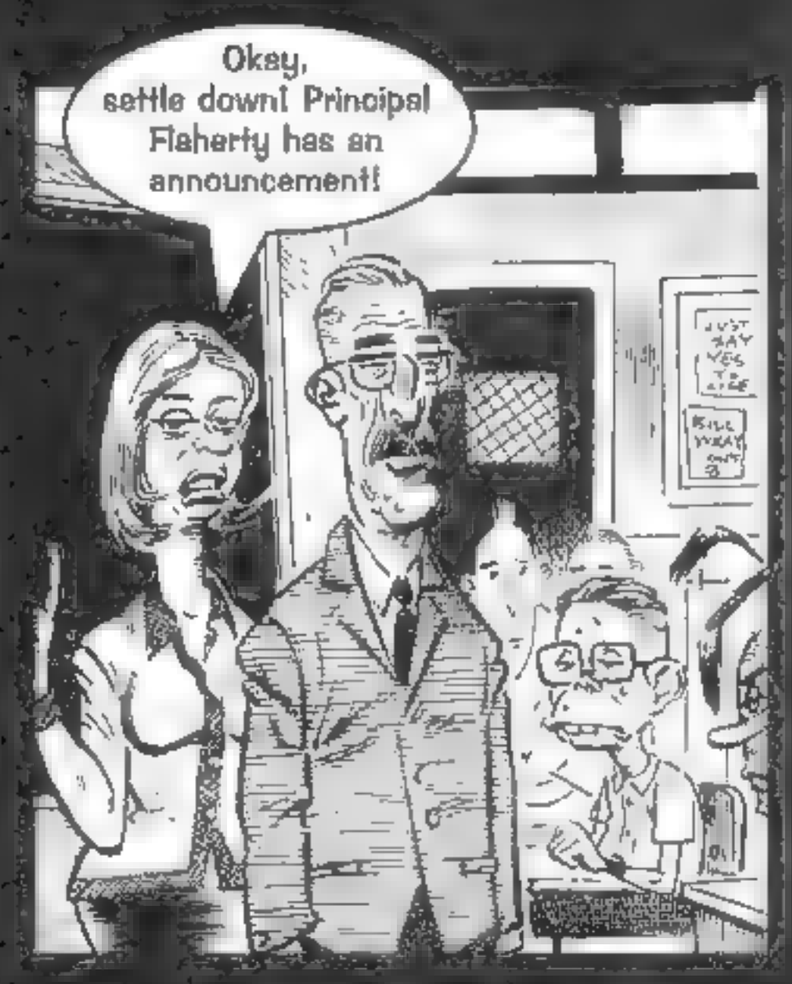
slaughterhouse fresh..

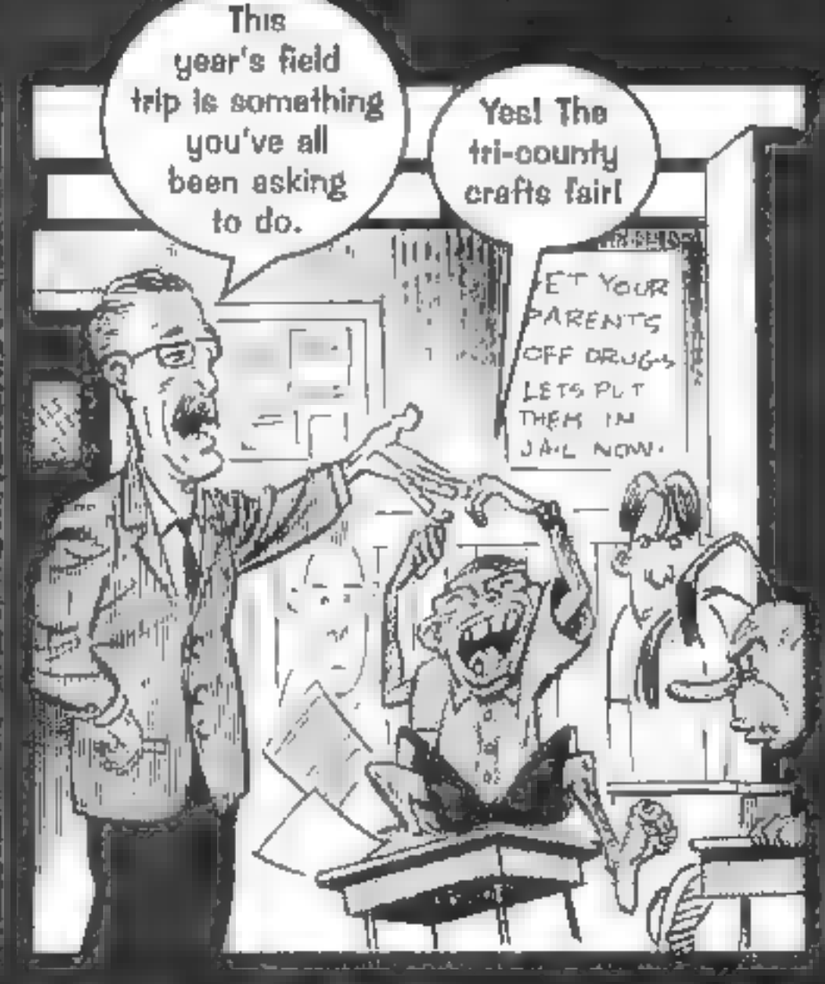
ARTIST AND WRITER: JOHN CALDWELL

ANGSTER'S PARADISE DEPT.

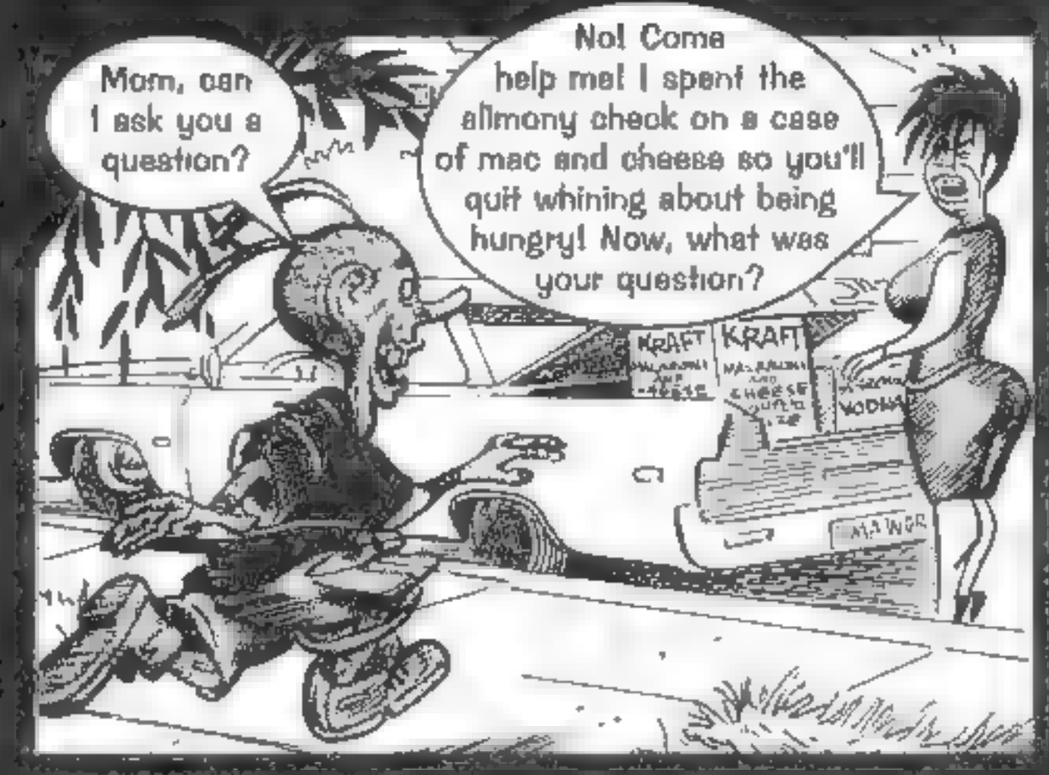
MONROE &...

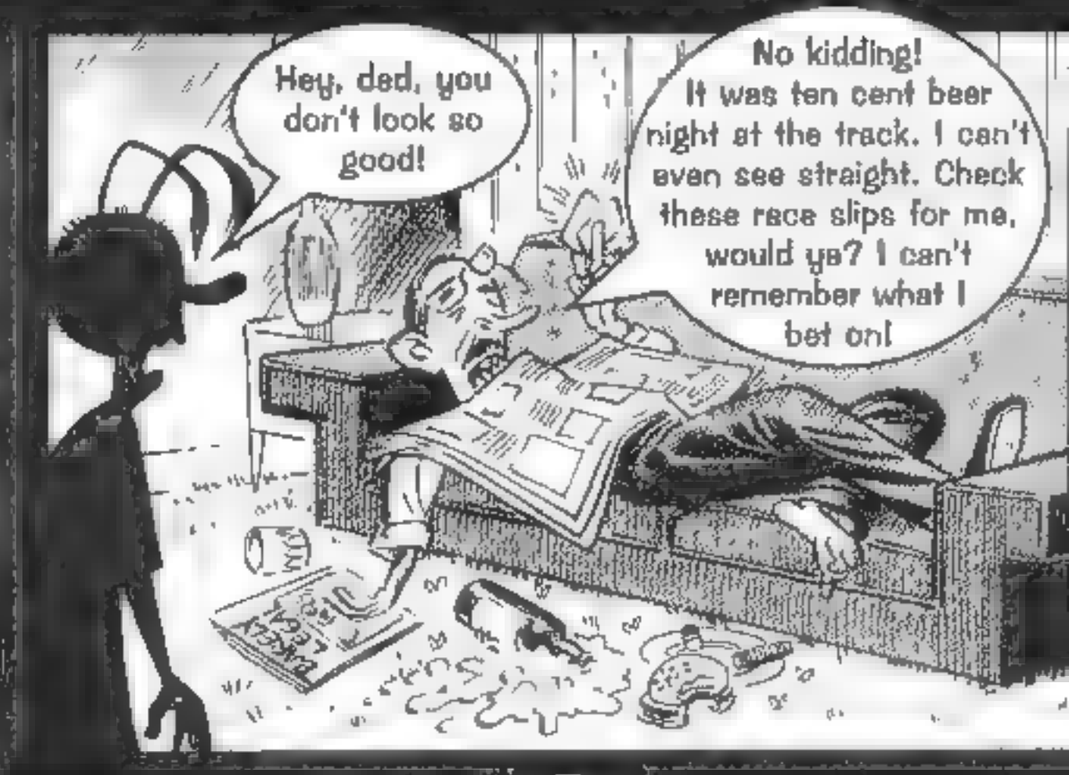
Ah, the slopes. The wind rushes through your hair as you experience the thrill of speeding down the run. For our hero, however, the mountain is all uphill!




This year's field trip is something you've all been asking to do.
Yes! The tri-county crafts fair!
ET YOUR PARENTS OFF DRUGS LETS PUT THEM IN JAIL NOW!

Er, no, Walter. This year we'll be going to Big Cold Mountain for a long weekend of snowboarding!
Awesome! Big Cold Mountain is where X-Games gold medalist Shawn Palmer trains! I'm there!


Mom, can I ask you a question?
No! Come help me! I spent the alimony check on a case of mac and cheese so you'll quit whining about being hungry! Now, what was your question?
KRAFT
KRAFT
VODKA
MAYNGR


Hey, dad, you don't look so good!
No kidding! It was ten cent beer night at the track. I can't even see straight. Check these race slips for me, would ya? I can't remember what I bet on!

THE SCHOOL TRIP

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

LOSER

WAM!

Hey, Monroe! How are you doing?

Oh, hi, Mr. Flaherty. Not too good. I really suck at snowboarding!

You must confront your fears! Look at me — I'm ripping it up!

Chill, weird little dude! It's cool!

Extreme danger!!! I'd better turn back.

EXTREME DANGER

I'm so stoked!! X-Games Gold Medalist Shawn Palmer!!

The legend himself, dude!

BOING!

FEEEEE

Mr. Palmer, I don't think I'm gonna make it as a carver.

Dude! Carving a slope is all in your mind. If you want to land your move, just go for it, get tight up in this mug!

Maybe it's the altitude, but I didn't understand a word of what you just said!

Forget fear, dude! Just drop down the slope! I didn't live by the rules and look at me! I'm a millionaire with my own company and endorsements up the wazoo! You gotta rock, dude! Live life to the extreme!

Yes! I see the light, dude!

I gotta rock my extremely tight mug down this carving slope!

Monroe! where the hell are you going!!??

You're talking crazy!! Come back! You'll kill yourself! I'm telling the principal!

Bill Wray

To be continued...

ARE YOU A GOOD GIF OR A BAD GIF? DEPT.

The Wizard of Oz in a Chat Room

No, Dorothy is not in Kansas anymore and no, kids [illegible] connected with the outside world. [illegible] and discussing [illegible] timeless mystery: what's the best episode of *Dawson's* [illegible]. Although [illegible] happy staying in their parents' basements, cynically rejecting anything created before 1970, these American youths could still use a [illegible]. So, in order to broaden the cultural horizons of these cyber shut-ins, we offer:

Online Host:	***You are in "Munchkinchat."***
Online Host:	Dorothy39 has entered the room
Online Host:	Toto2 has entered the room.
Dorothy39:	What did I just hyperlink to? I don't think I'm in "Hot Farm Love" anymore.
Goody2Shuz:	The Munchkins want to know, are you a good witch, or a bad witch?
Goody2Shuz	The Munchkins also want to know your password
Toto2:	arf! arf! RRRRRRRR!!!
Dorothy39:	Toto2, behave! Someone could report you for room disruption!
Goody2Shuz:	Actually, he's got way better conversational skills than most chatters.
Online Host:	SmallPckge has entered the room.
Online Host:	ImDownHere has entered the room
Online Host:	TwoFootTwo has entered the room
Dorothy39:	Who are you all? Where am I? What's the topic?
ImDownHere:	Go to FAQ, newbie. :-P
TwoFootTwo:	height/sex check
Online Host:	ImSoWicked has entered the room.
ImSoWicked:	WHERE is my sister? She wasn't in "Cauldron Chat"
Goody2Shuz	Her system crashed. She got punted offline when Dorothy39 signed on
ImSoWicked:	I'll fix you, my pretty. Give me those shoes. I must have those shoes!
ImDownHere:	Take that kinky stuff into a private chat
Dorothy39:	This room bites. I'm going someplace better
SmallPckge	FOLLOW THE YELLOW BRICK LINK
SmallPckge	FOLLOW THE YELLOW BRICK LINK
SmallPckge	FOLLOW THE YELLOW BRICK LINK
Dorothy39:	OK, OK. Enough with the scrolling already
Online Host:	***You are in "Cornfield Chat."***
Dorothy39:	If we get separated, Toto2, IM me
Toto2:	woof

ARTIST JAMES WARHOLA
WRITER DESMOND DEVLIN

StrawHead: WHO WANTS TO TRADE NUDE MUNCHKIN PICS PRESS 5
StrawHead WHO WANTS TO PLAY SCARECROW SCRAMBLER PRESS 5
Dorothy39: Are you a TOTAL idiot? Don't you have a brain?
StrawHead: Why should I? After all, this IS a chat room
Dorothy39: This room is too corny, let's move on.
Online Host: ***You are in "Dark Scary Forest."***
RuStYgUy: FINALLY, some people in this chat room for me to talk to.
Dorothy39: Have you been here long?
RuStYgUy: I've been frozen stiff ever since I combined Windows 98 with AOL 4
RuStYgUy: but I guess it serves me right. I was downloading pirated software at the time.
Dorothy39: Without paying? People work hard on those programs! Don't you have a heart?
RuStYgUy. I did, once. But that was before I bought myself a computer
ImSoWicked: What a perfectly lovely chat! Can ANYBODY join?
Dorothy39: You followed us! But how?
ImSoWicked: Buddy List, my pretty! Buddy List! And as for you, StrawHead
ImSoWicked: ...you SUCK! Drop DEAD! Bite it! LOSER! Shut up!
Dorothy39: Oh! Oh! She's flaming him!
RuStYgUy: Don't worry— I notified a host.
Online Host: AOLHostLion has entered the room.
AOLHostLion: ImSoWicked, you are in OZ violation. Your power to cast spell■ or send flying monkeys has been suspended for 15 minutes.
AOLHostLion Thank you, brave Lion! WTG! You showed so much courage
Dorothy39 Actually, Dorothy39, I represent AOL. There's no bigger coward anywhere
AOLHostLion: We turn over confidential e-mail to the army, we censor message boards, we
AOLHostLion: block any English word that could hypothetically offend anyone, anywhere, no
AOLHostLion: matter how lame. We treat our 35-year-old customers as if they were 6.
Dorothy39: You mean your so-called "cybercommunity" is a big, gutless FAKE?
StrawHead: Why don't you stand up for your customers, & for the 1st Amendment?
AOLHostLion: If we only had the nerve..... :-(
Dorothy39: That stinks. I'm getting out of this room.
RuStYgUy Don't know about u, but I'm not letting an actual online woman get away.

Online Host· ***You are in "Merry Old Land."***
Gatekeeper: Ha ha ha, ho ho ho, and a couple of la-dee-da's,
Gatekeeper· That's how we spend the gay old day in the merry old land of Oz.
StrawHead. "Gay old day"? Are you sure we're in the right chat?
Dorothy39: Oh! I've clicked so many times, I don't know how to get back where I started
Gatekeeper. RTFM
RuStYgUy: Isn't there anyone who can help us?
Online Host CybrWizard has entered the room.
CybrWizard. Hi, everybody, I'm the Wizard. I'm the Wizard!
AOLHostLion You're not the REAL Wizard.
CybrWizard· I'll PROVE I am— ask me questions only the real Wizard would know.
StrawHead: Why does every moron think that offer makes sense? How could WE possibly know
StrawHead. something "only the Wizard would know"? I'm never wasting time in a chatroom again.
CybrWizard: At last, StrawHead, you're developing a real brain.
RuStYgUy. This bites. I'm going to look for a sex chat that involves appliances
CybrWizard: Well done, RuStYgUy You do have a heart .. or close enough for AOL, anyway.
Online Host: StrawHead has left the room.
Online Host· RuStYgUy has left the room
AOLHostLion: Everybody's leaving, but I don't care. I'll stay even if I end up alone
CybrWizard A true show of courage, AOLHostLion!
Dorothy39: No, it isn't. And you chased my new friends away. I think you're a dork.
CybrWizard: **********SILENCE**********BEHOLD**********
CybrWizard:
CybrWizard:
CybrWizard
CybrWizard:
CybrWizard·
CybrWizard
CybrWizard.
Dorothy39·

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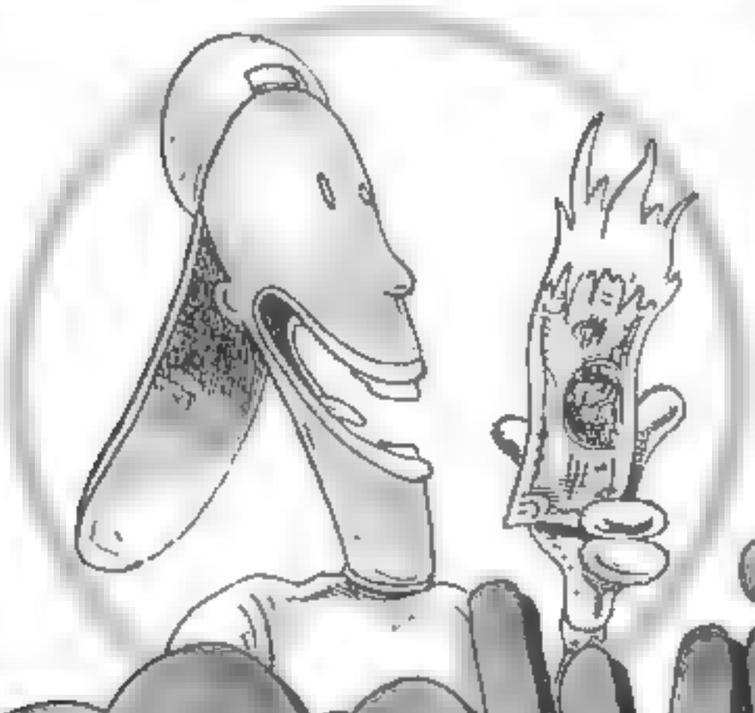
**********I AM THE GREAT AND POWERFUL OZ**********
LOL— What the hell is *that* supposed to be?

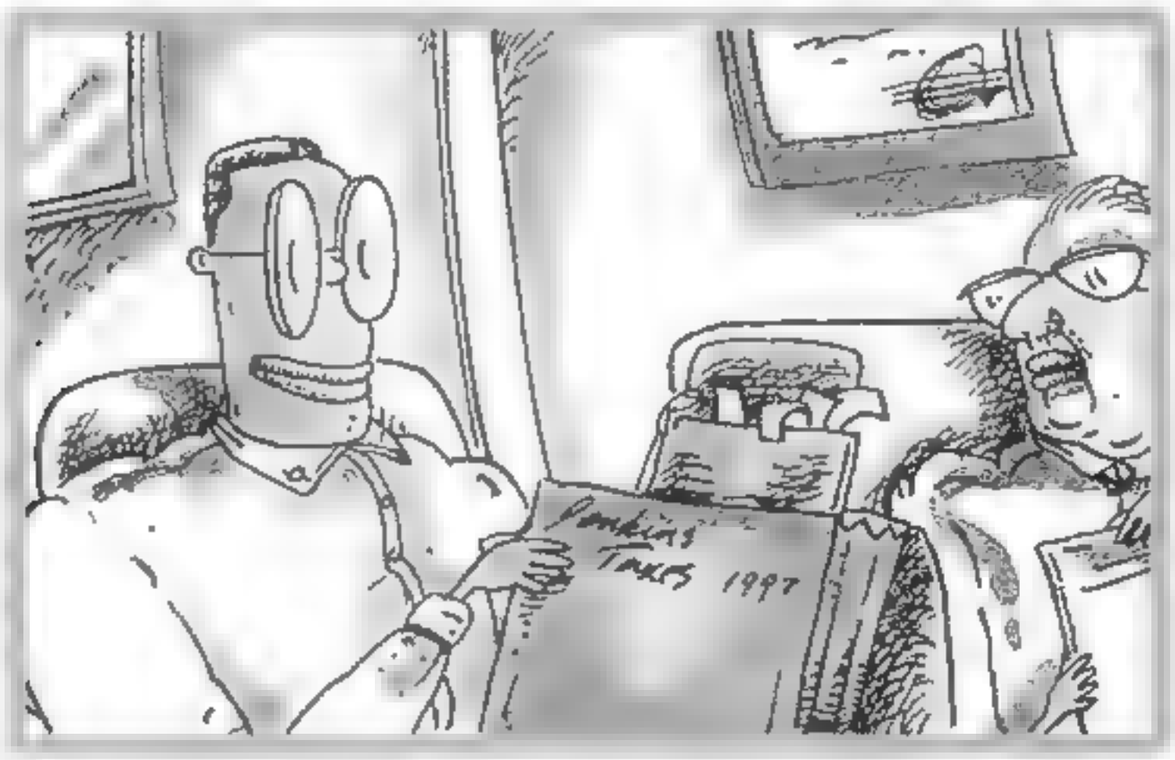
SIGN-OFF DOROTHY...

AOLHostLion. I have zero courage, but even I'M not scared by that crap!
Toto2: LMAO
Online Host: ImSoWicked has entered the room.
ImSoWicked: Well, maybe THIS will scare you
Dorothy39 : $*@! It's that JERK again!
CybrWizard: Any hot witches, age 3,500-4,000, wanna chat?
ImSoWicked: Nice try, modem boy.
CybrWizard: <---hitting IGNORE
ImSoWicked: {Σ-|ß|^ó|[ï bRoOmStIcK rOoM vIrUs iNiTiAtEd
ImSoWicked: {Σ-|ß|^ó|[ïuPlOaDiNg RuBy sHoE vIrUs tO: Dorothy39
Dorothy39: Punters and mail bombs and spam! Oh, my!
Toto2: yipe yipe yipe
ImSoWicked. Now we'll see how you stand up against the 6-SIDED DICE, my pretty!
Dorothy39: Luckily, I've learned a few tricks of my own.
Dorothy39 <----uploading H2O virus to ImSoWicked
ImSoWicked My screen! My beautiful screen! I'm freezing . freeeeeezing.
ImSoWicked: cya
Dorothy39: CybrWizard: How come *I* had to handle that flamer instead of you?
Dorothy39: You're supposed to be all-powerful.
AOLHostLion: I just checked Cybr's user profile. He's no wizard. He's really two 12-year-old boys.
CybrWizard: KISS MY OZ
Online Host: CybrWizard has left the room.
Online Host: Goody2Shuz has entered the room.
Dorothy39: {{{Goody2Shuz}}}!! Oh, thank goodness it's you! Everyone I've met in these
Dorothy39 chat rooms is full of it. The Wizard was a bogus lamer, the AOLHost was powerless,
Dorothy39: and RuStYgUy's been sending me dirty IM's about his ax. Why can't everyone
Dorothy39: online be sweet and sincere like you?
Goody2Shuz "blush"
Gatekeeper: Hey! If WE'RE such phonies, explain how come a dirt-poor farm girl from the dust
Gatekeeper bowl has her own computer account?
AOLHostLion: And Toto2!
Toto2. :-P
Dorothy39: This is just awful. How can I ever get out?
Goody2Shuz: Why, Dorothy39, you always had the power to leave this chat room
Dorothy39. But how? Keyword: KANSAS?
Goody2Shuz: No..... turn off your computer, stupid!
Dorothy39: Oh, Toto2, there's no place like my home page!
Online Host. Dorothy39 has left the room.

There is an old adage "a fool and his money are soon parted." Well, this saying fits these motley fools to a tee. With the way these bozos spend and earn money it won't be long until the entire monetary system collapses and we're all trading beaver pelts and seashells! Here's...

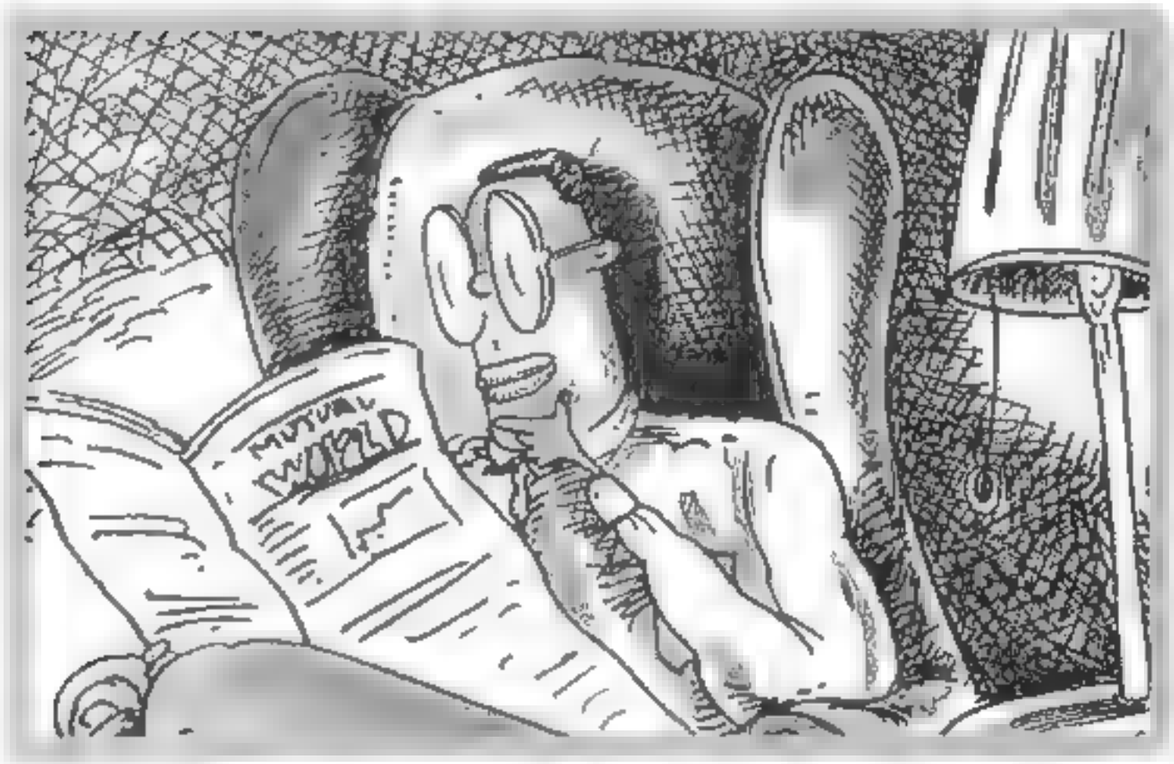


Melvin & Jenkins' GUIDE TO MONEY

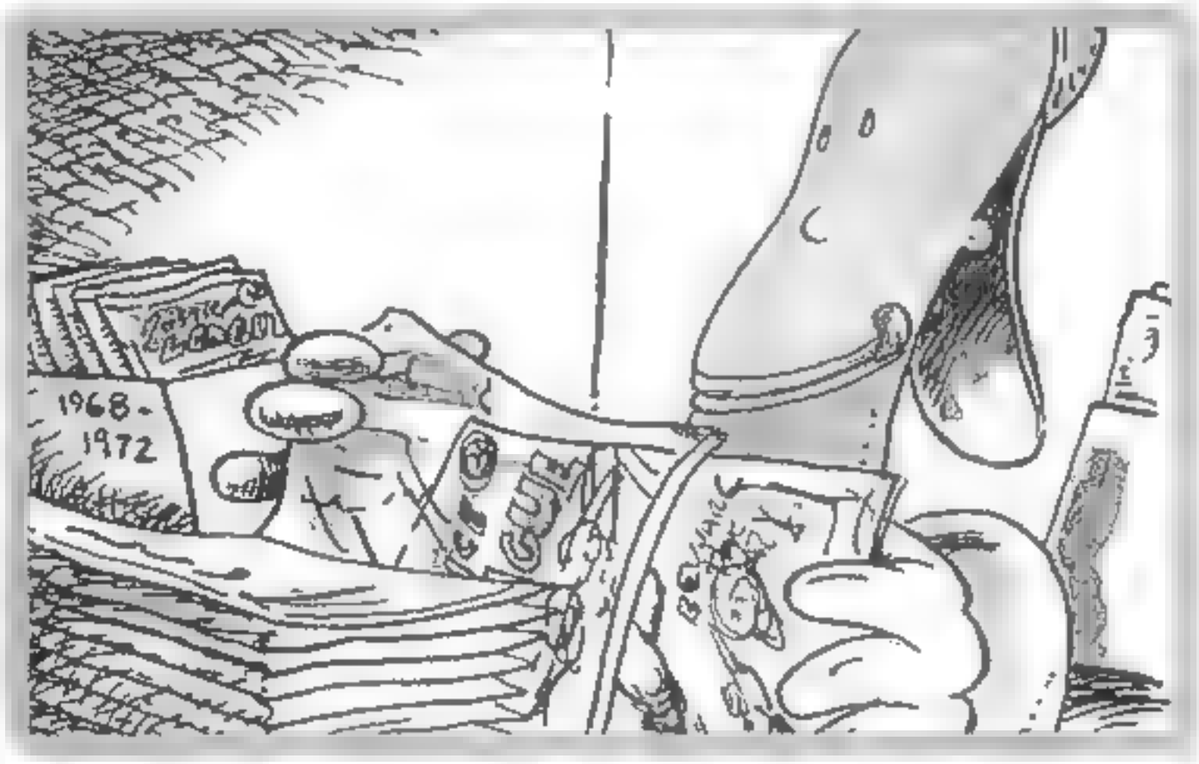


JENKINS goes to his tax audit with careful notes and a folder filled with two years' of receipts.

MELVIN does not impress the IRS auditor with his offer to "be the woman."



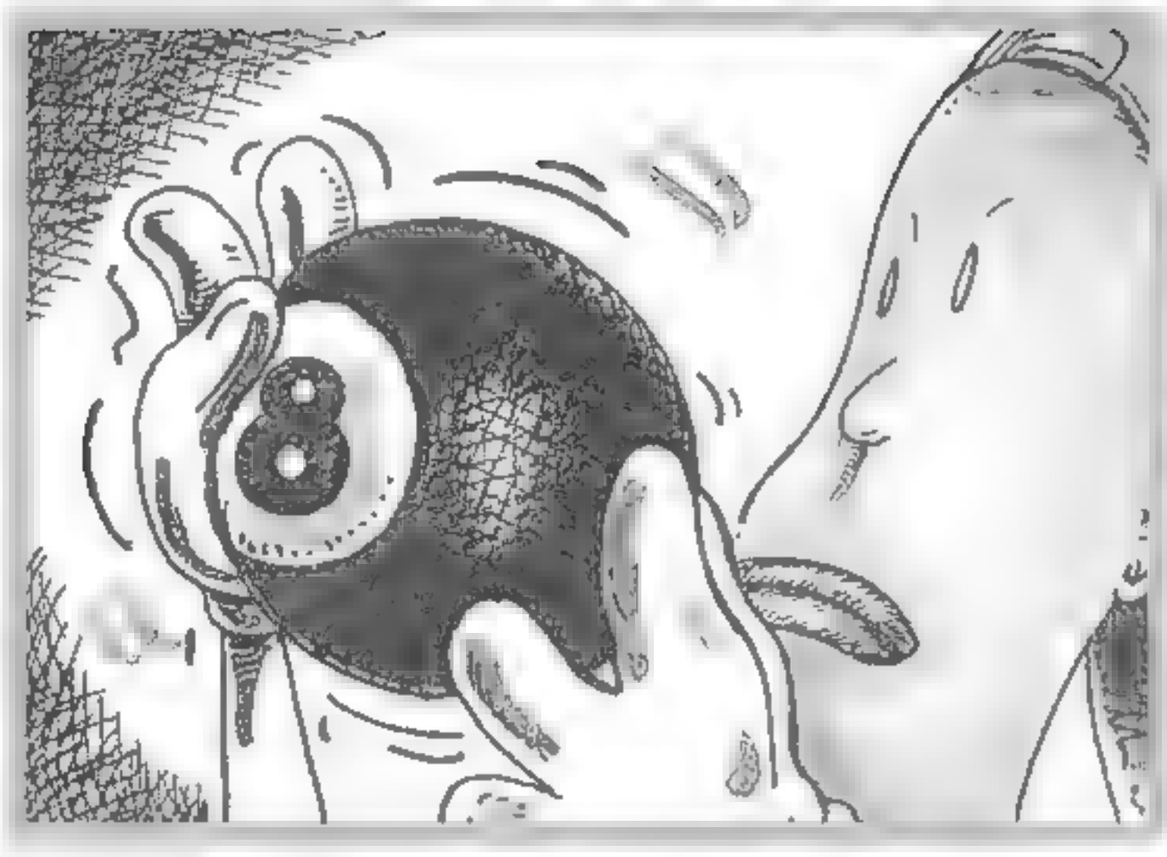
JENKINS feels that over the long haul, mutual funds are the safest way to guarantee a small but steady profit.



MELVIN banks his entire retirement on his huge cache of near-mint *Junior Justice League* comic books.

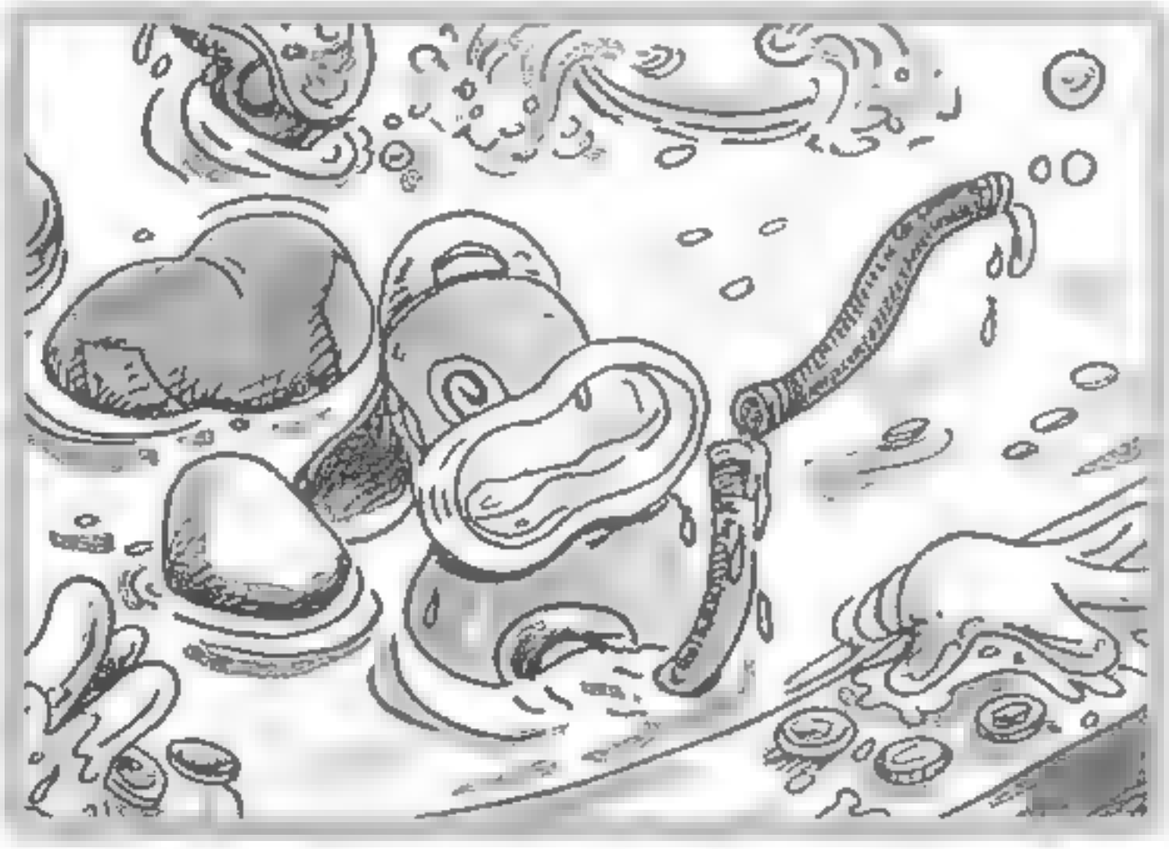
ARTIST: KEVIN POPE WRITER: DESMOND DEVLIN

JENKINS bases his investment strategy on his financial advisor telling him, "Diversify your asset equity between call protected municipals with full amortization, Triple-A Fidelity funds, and the augmented volatility of high-yield SEP IRAs."



MELVIN'S top financial advisor says, "Answer hazy — ask again later."

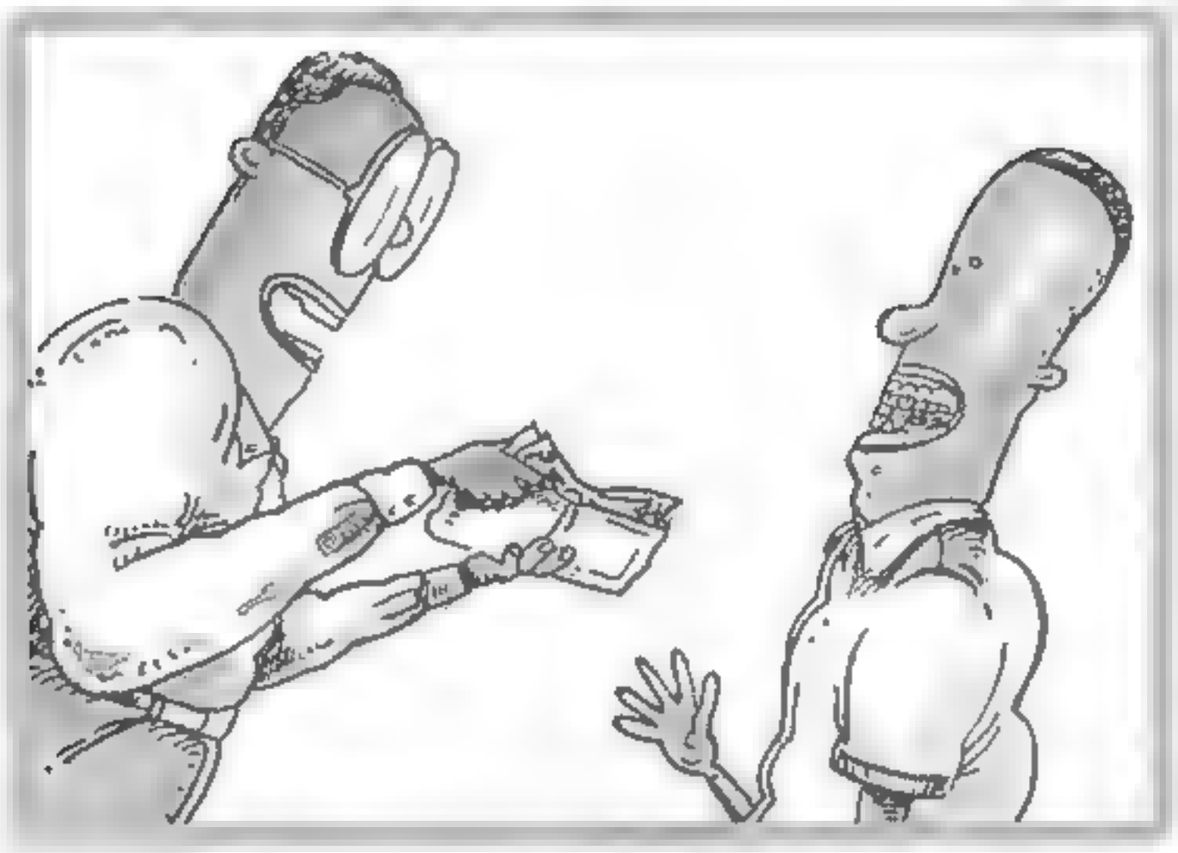
JENKINS walks from one end of the mall to the other, stopping at each shop and politely asking for part time work.



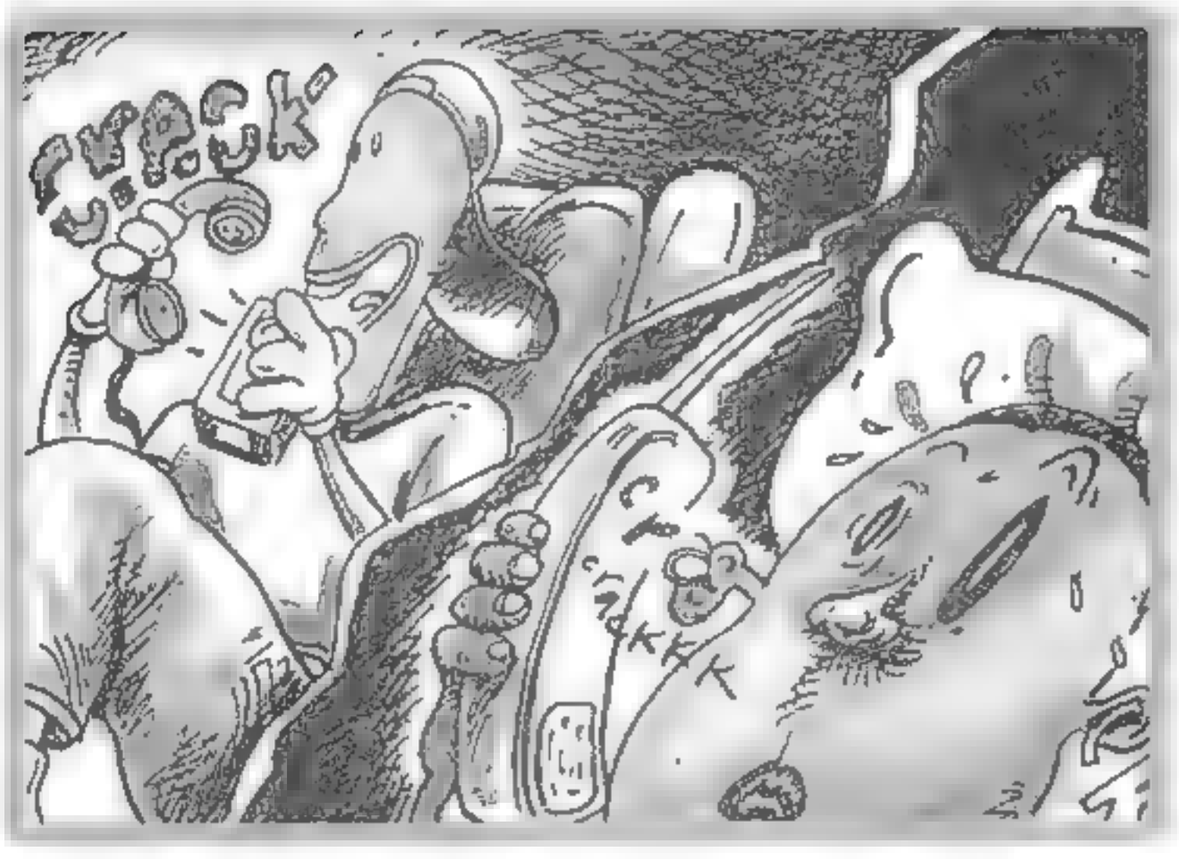
MELVIN also sees money-making potential at the mall, but has to be rescued from the food court coin fountain after his crude breathing apparatus fails

JENKINS makes a few extra bucks by raking leaves, mowing lawns and doing other odd jobs around his neighborhood.

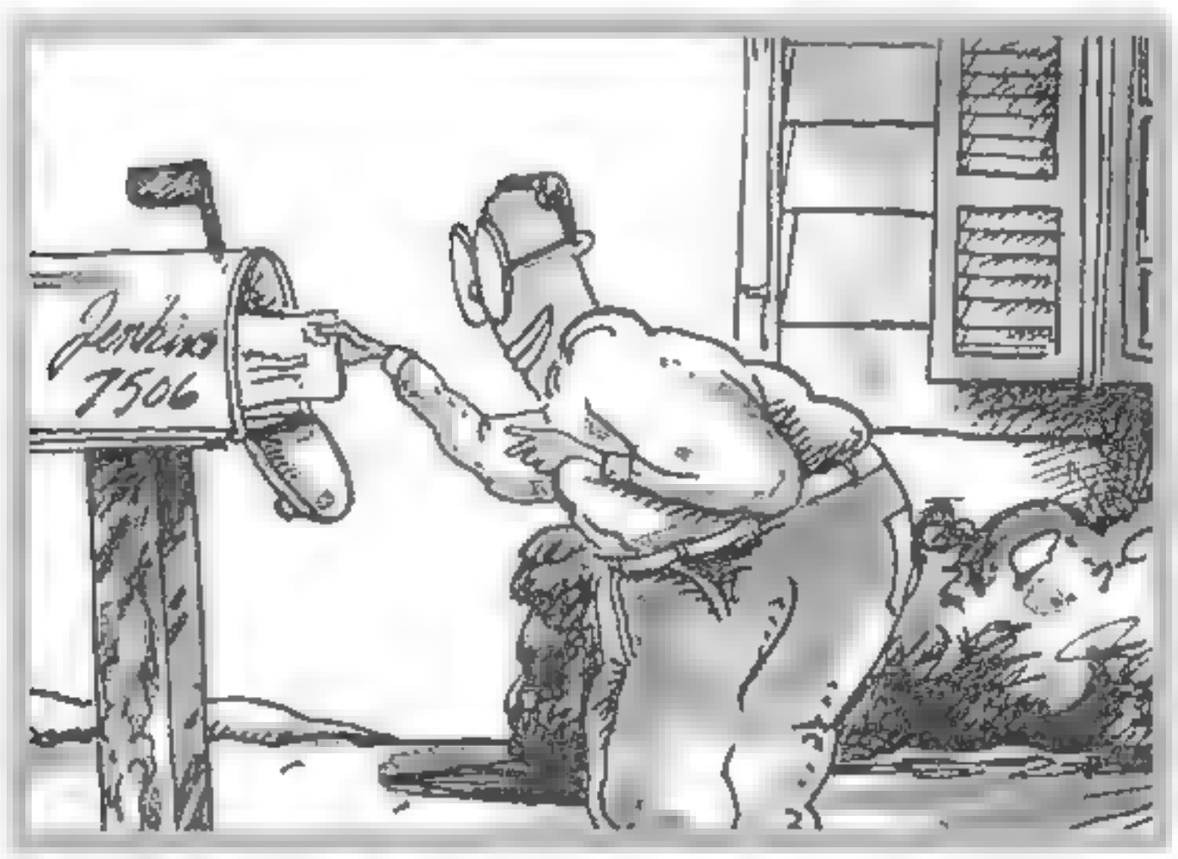
MELVIN parlays an initial investment of one power drill and a small video camera into a word-of-mouth peekaboo empire of cash



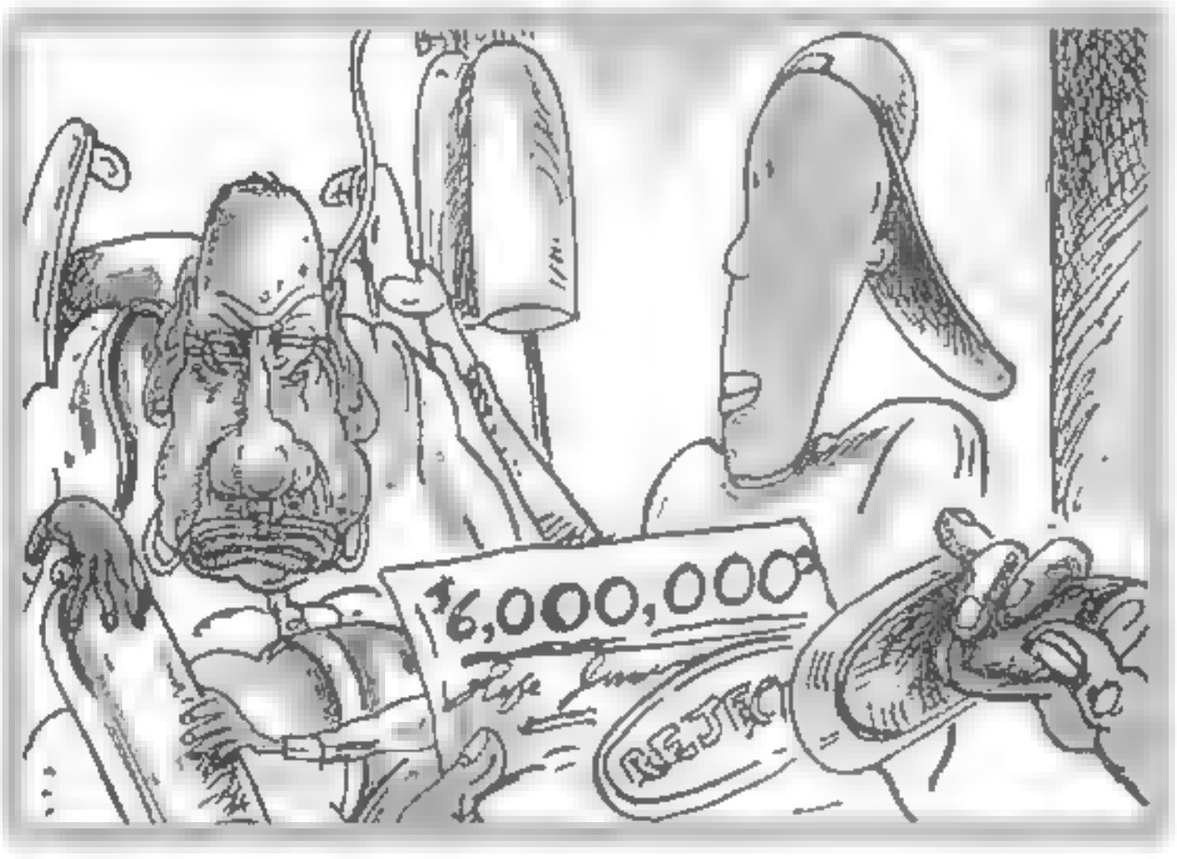
JENKINS loans a friend some needed money, telling him to "Pay it back whenever you can."



MELVIN wakes his pal up each night at 3:30 a.m. with a tape recording of a kneecap being broken in two places.



JENKINS gets peace of mind by paying a regular premium for life insurance.



MELVIN is brusquely informed that he may not take out a huge death benefits policy on aging nursing home patients without their permission.

JENKINS fills out his financial aid application honestly, understanding that those from more limited backgrounds may have greater needs than him.

MELVIN prays that the college admissions office won't request a face-to-face interview with Melvin Ling-Soo, the straight-A albino paraplegic lesbian midget.

CANUCKLEHEADS DEPT.

THE MASKED MOUNTIE AND HIS WONDER DOG, BISCUIT

CHAPTER XLI

"THE MOUNTAINS OF MAYHEM!"

GREAT SCOTT, Biscuit! BARON VON VINGLEHEIMER is CARRYING AWAY the lovely GWENDOLYN for EVIL PURPOSES!

QUICK, Wonder Dog, CUT MY BINDS with that SAMURAI SWORD the Baron left behind!

YEEEEEEEEEK

NYAH HAR HAR.

Make HASTE, Gallant Hound! The FIEND is ESCAPING!

EEEAAAKKKKK WOOWAHH

= CACKLE

WAAA

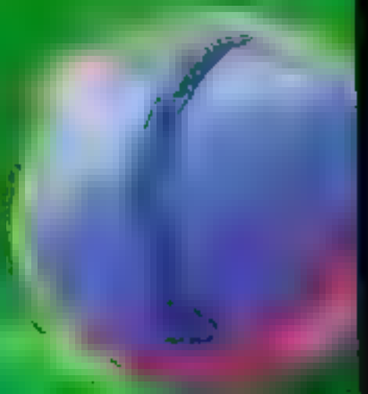
Hallmark

1998 Holiday Catalog

Overpriced gift ideas for folks whose entire lives obsessively revolve around one single day each year.

You'll Fall Poorer Inside! (especially after we've charged you $79.95 for a miniature skunk on skis)

Nipple Ring Santa
From our "Annie's Favorite Ornaments" collection.
See page 6.



ARTIST SCOTT BRICHER WRITER SCOTT MAIKO

Grandma's Last Christmas
With the onset of senility and her body rejecting that plastic hip, it's time to look back on a life of love and warmth, and thank God you probably won't have to change her Depends this time next year! Celebrate Grandma's imminent passing with this whimsical section. 'Grandpa' also available. Crafted by Irene Fitzpatrick
Evergreen
$9.95

Welcome to the Cheapskate Ornament Studio, where it's Christmas all the time — for us, that is, because we get orders for our overpriced, chintzy knickknacks every day of the year! We're happy to say that most of our collectors' lives are so barren and unhappy that they feel compelled to fill them up with memories of the one day when everything is supposed to go right.

But things don't always go as hoped for on Christmas. Walk into the bathroom at the wrong time and you might find Uncle Ted snorting cocaine. Grampa may want you to put on that Catholic school girl outfit he bought you and sit on his lap all afternoon. And if you don't cut Aunt Judy off after six cups of eggnog, chances are she'll start smashing plates and go into one of her infamous crying jags. It's with these memories in mind that our creative staff and team of artists — all from severely dysfunctional families just like yours — came up with this year's new designs.

Xmas Crackhouse
Twelfth in our *Inner City Slums* series. Crafted by Irene Fitzpatrick
Evergreen
$9.95

CELEBRATING THE HOLIDAYS

The Hallmock staff gathers for our annual Christmas party to share good cheer and friendly laughs, then later, nasty comments, lots of crying, a catfight or two, and possibly sex in the supply closet!

Left:
When the party's liquor runs out, Hallmock staffers draw straws to determine the unlucky sap who has to go on a beer run. Frank Grout (left) is the obvious loser

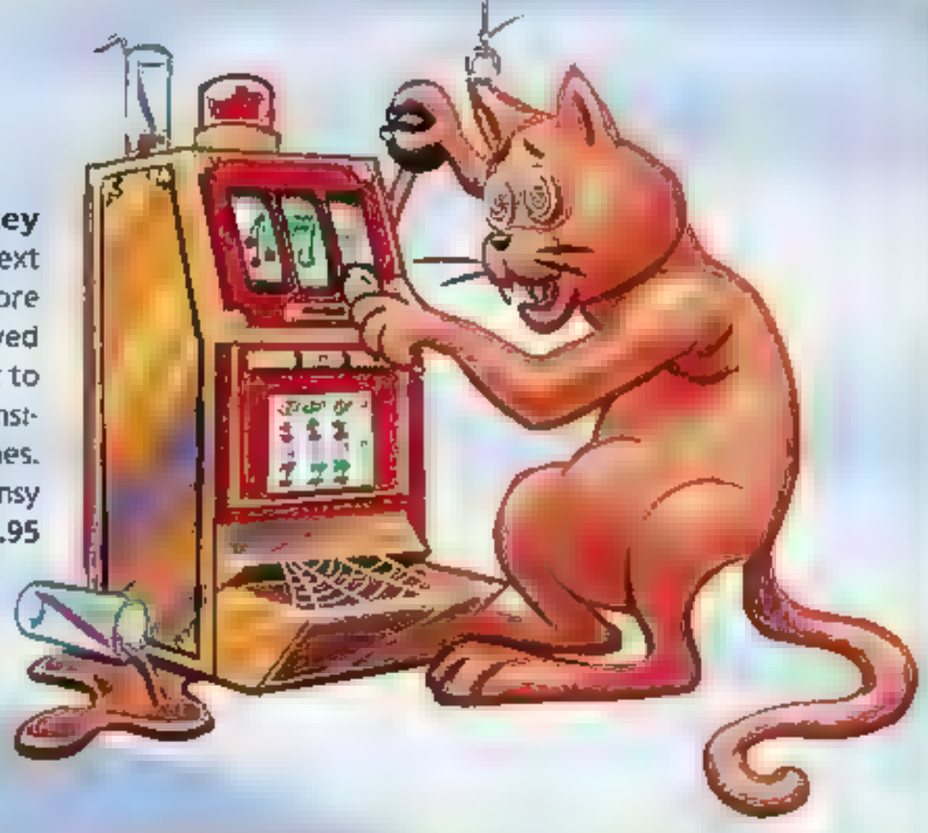
Below left:
Bob (Santa) Felder and Joyce Cox nap between libations

Below right:
Sue Paddocker is repulsed by the advances of a plastered Herb Acneman while Ted Bridsall vomits in trash can for sixth consecutive year. Joyce Cox is passed out in background

Cheapskate Ornaments

Family & Friends

My First Christmas as a Woman
Sculpted by Andrew Tannenbaum
$7.95



__ **Slot Jockey**
Grandma will think of you on her next trip to Reno as she throws away more of your inheritance after she's received this lovely detailed piece of art to hang on her tree. Third in our whimsical *Compulsive Gambling* series. Sculpted by Mary Johnson Whimsy
$7.95

__ **Holiday Emergency**
The ideal ornament for the local ambulance driver, or for anyone who has recently suffered a life-threatening emergency! Whimsical tire marks over bunny victim's body shows just where bunny medic needs to apply first aid. Sculpted by Irene Fitzpatrick Evergreen
$9.95

__ **Tinsel Poisoning**
A whimsical warning to keep poisonous, intestinal-blocking tinsel out of the way of our feline friends — or just a cheery reminder for a friend who lost a beloved pet. Sculpted by Anita Lee Stocking
$8.95

__ **Buttering Up Teacher**
Our 1998 ornament for teachers features little Sammy School mouse presenting his favorite teacher with a bright red apple — and what's that underneath it? Insurance for a passing grade! Apple portion of this whimsical ornament contains small compartment, perfect for stashing a few wadded-up bills! Sculpted by Anita Lee Stocking
$10.95

__ **Our Last Christmas Together, You Bitch!**
Spending one last holiday season together with that former loved one is less of a chore thanks to our delightfully whimsical ornament featuring a pair of cute, fuzzy, yet completely incompatible bunny rabbits. Also available as "Our Last Christmas Together, You Bastard!" Sculpted by Mary Johnson Whimsy
$8.95

Cheapskate Ornament Artist
MARY JOHNSON WHIMSY

"Meeting collectors is the best part of being a Cheapskate Ornament artist. Their unnatural obsession with the ornaments I sculpt shows me just how well adjusted I am by comparison. The worst part of working for Hallmock? Their bizarre insistence that all women artists use their middle names in an effort to evoke a sense that we're all warm, cuddly grandmotherly folk artists who dress like Holly Hobby, own a lot of cats and live in cozy wood en saltbox houses in Vermont."

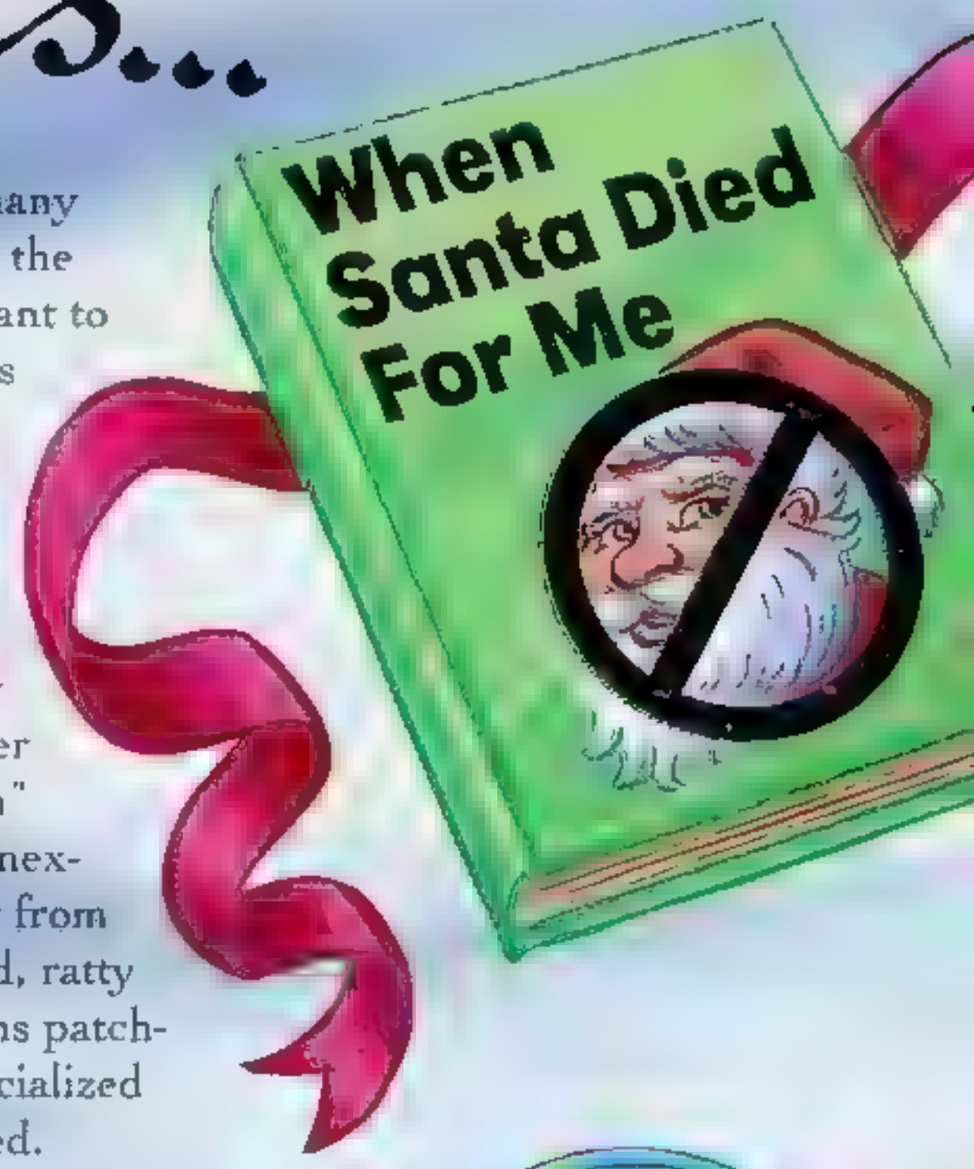
Christmas...

...it means as many things to as many people as it means dollars to us. Gone are the days when Christmas was a strictly holy day meant to celebrate the birth of the Lord. Gone, too, are the days when Christmas meant presents and Santa and snowmen and reindeer and Currier and Ives prints on holiday cards.

Today, thanks to middle class families with disposable income and a penchant for spending way beyond their means, and thanks to consumers obsessed with sending greeting cards for holidays that in many cases we simply made up, and thanks to the ridiculously hypnotic power that the terms "collectible," "signed and numbered," and "limited edition" have over the general public — yes, thanks to all this — Christmas now inexplicably means incongruent and inappropriate pop culture icons hanging from strings on a dangerously overloaded Douglas fir. It means mass-produced, ratty and worn-looking teddy bears designed by our own "folk artists," it means patchwork everywhere! And, best of all, Christmas means enjoying a commercialized holiday without the labored holiness and tired respect it once commanded.

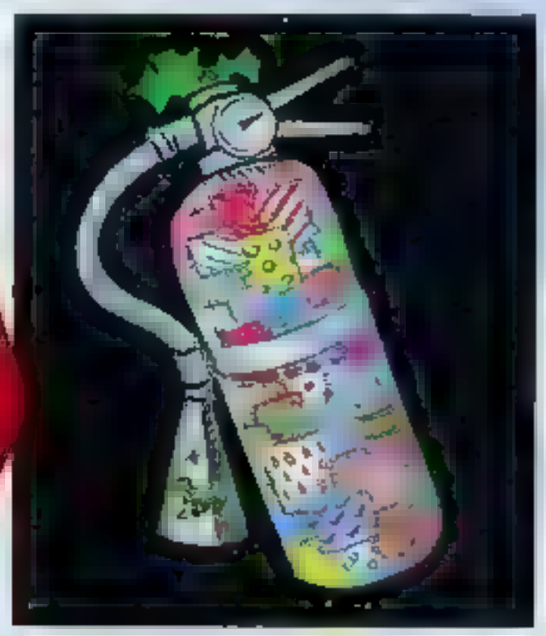
Today's Hallmock prides itself on having everything you need to celebrate Christmas the '90s way. The only Lord you'll find here is Lord Vader. (See page 18 for our charmingly blasphemous *Star Wars* Nativity set.)
So, Merry Chritma from your friends at your neighborhood Hallmock!

You'll feel poorer inside!

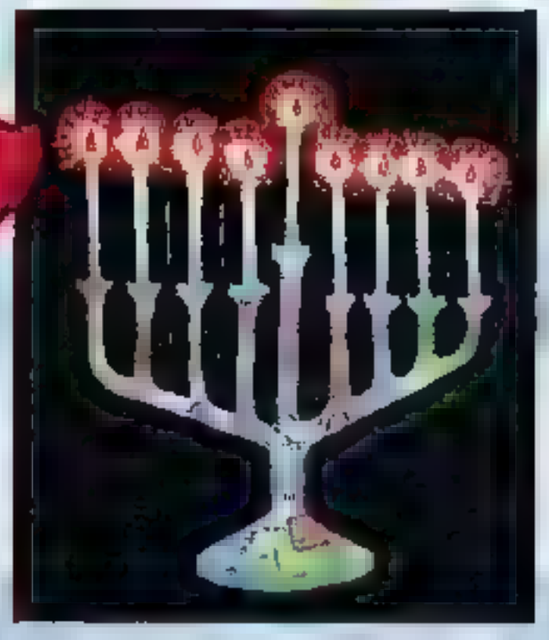


North Pole Snow Globe
The wonder of a musical snow globe is even more magical when it contains no snow! Depicting the Arctic Circle as it may look in just the next few years, our "snow" globe shows the North Pole after the polar ice caps have melted—nearly completely underwater! A whimsical reminder that global warming will eventually destroy civilization as we know it. Plays "Heatwave." **$29.95**

Angel Pee Sweatshirt
Exclusive design features our beautiful Tinkling Angel. A wonderful gift for yourself, a daughter, granddaughter, or anyone who enjoys angels, snow or urine. Machine washable. Sizes M, L, and XL. **$34.95**



Patchwork Extinguisher
Handy, festive accessory, indispensable for those little emergencies that pop up during the holidays. Surplus 64-ounce standard fire extinguisher from the 1950s covered in heartwarming patchwork is a must for any family with a dry, brittle Christmas tree overloaded with lights. Goes great with our exploding Santa Claus ornament! (Note: Pressure of contents in each extinguisher will vary and are not guaranteed to function properly.) **$64.95**



Patchwork Holiday Menorah
Used by Jews around the world to celebrate "Hanukkah" or "Chanukah," or however you spell it. We're not sure what it symbolizes or how it's used, but we figured why not offer at least one item that allows us to cash in on the Jewish religion, too. **$48.95**

When Santa Died For Me
Not a story of heroics, but many stories of sadness and despair as over 30 manic-depressives tell a tale of their worst Christmases ever. Sprinkled throughout the book are cocktail recipes, directions for making industrial-sized batches of fudge and phone numbers of nationwide 12-step programs. Perfect reading for a holiday evening home alone right after your boyfriend dumps you. Seventy-eight pages, hardcover. $13.95

Cheapskate Ornament Artist
IRENE FITZPATRICK EVERGREEN

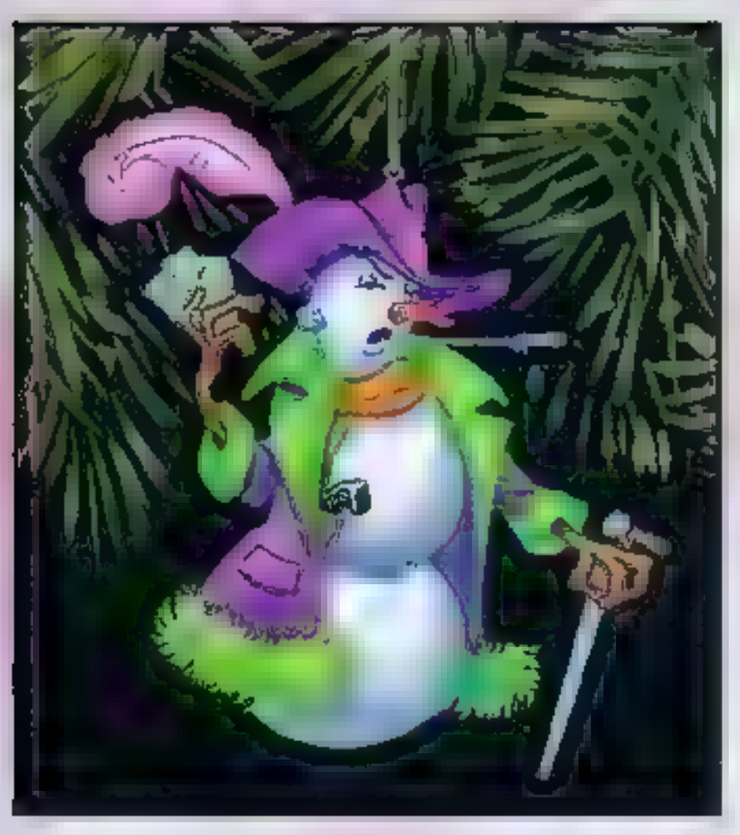
"It's gratifying to see that collectors have fallen in love with my mass-produced Cheapskate Ornament creations, especially after years of sculpting and peddling one-of-a-kind, hand-made, highly-detailed, original Christmas ornaments of much higher quality at countless local craft shows with absolutely no success."

1998 Collectible Series

While we stress throughout the catalog that all of our ornaments are highly collectible, and that you should purchase as many as humanly possible, we also randomly dub a few different ornaments as part of a "Collectible Series" and group them together in order to insure that you will purchase all of those within this subset.

☐ **Down On His Luck**
Our rumpled little teddy bear's sign says it all! Sculpted by Louise Wilcox
Peppermint **$16.95**

Pimpy the Snowman
This festive ornament is a perfect gift for all your "ho ho hos"! Sculpted by Todd Pfefferneuse **$12.95**



Sharin' the Warmth
Two unemployable vagrant mice illustrate the spirit of the season of sharing in this endearing collectible ornament. Sculpted by Louise Wilcox
Peppermint **$16.95**

__ **Dumpster Divers**
Who's that desperately scrounging for a morsel of food to keep him alive for one more night in the midst of another sub-zero North Pole winter? This delightful ornament features two cute-as-the-dickens, starving bears popping in and out of one of Santa's fetid, garbage filled dumpsters. Charming! Sculpted by Anita Lee Stocking **$18.95**

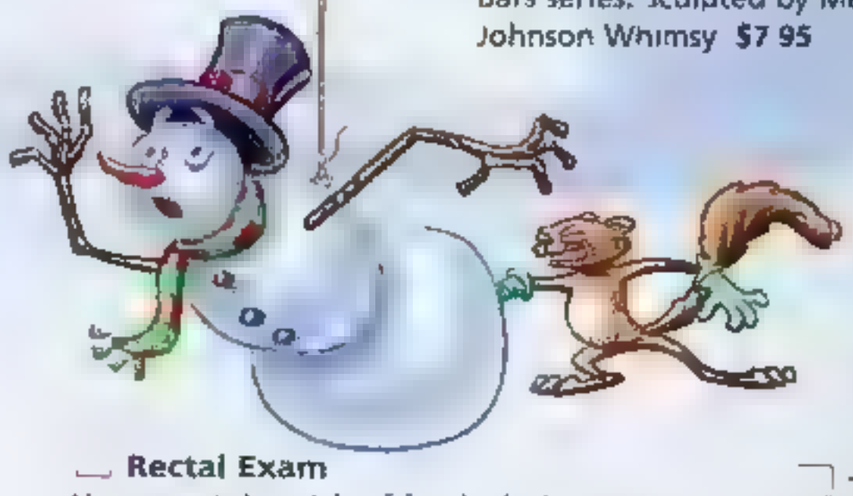
Annie's Favorite Ornaments

Removin' Asbestos
First in the *Careers at High Risk for Cancer* series. Sculpted by Edward Sleighreid. **$8.95**

Prison Tattoo
Sixth and final in the *Mice Behind Bars* series. Sculpted by Mary Johnson Whimsy **$7.95**

Taking a Dump
You can't eat cookies left by millions of boys and girls around the world without stopping for a potty break, as this whimsical ornament shows. Santa relaxes over a bright white toilet while flipping through "The North Pole Gazette." Sculpted by Andrew Tannenbaum **$7.95**

Nipple Ring Santa
Sculpted by Ken Warmth
$8.95



Rectal Exam
Your proctologist (or friend who's seeing one!) will appreciate this whimsical and cheery ornament showing good Dr. Squirrel examining Frosty the Snowman. Sculpted by Todd Pfefferneuse **$12.95**

Thimble
We've taken a standard metal thimble (valued at 29 cents) and ingeniously attached an eyelet and string to the top. What seamstress, tailor, or thimble collector wouldn't be thrilled to hang this warm and cheery sewing notion on his or her tree? Designed by Todd Pfefferneuse **$16.95**

Fatty Arbuckle Commemorative
Celebrating the 77th anniversary of the original trial of the century, this whimsical animated ornament brings together three popular icons—the cola bottle, Fatty Arbuckle, and a nude woman. Hook it up to a string of lights and watch Fatty gleefully chase his prey around the tree. Fourth in the *Career-Ruining Scandals* series. Sculpted by Mary Johnson Whimsy
$14.95

Gritty the Gum Man
Our little cockroach friend is having himself a merry little Christmas as he puts the finishing touches on his little snowman—charmingly sculpted out of a hairy, gritty piece of chewing gum! Sculpted by Mary Johnson Whimsy **$7.95**

Lion and Lamb
Second in the *Nature's Enemies* series. Sculpted by Ken Warmth
$7.95

MEET ANNIE GAINESDORF EGGNOG

Annie Gainesdorf Eggnog has been sharing her obsession with Christmas and her fetish for collecting ornaments since she was promoted to President of the National Cheapskate Ornament Collector's Club in 1986, from her former position of mail clerk at Hallmock's corporate offices. Ornament book author, ornament lecturer, and ornament historian, Miss Eggnog visibly cringes most when referred to as "ornament historian."

"What makes Cheapskate Ornaments so special? Well, it's sure not their uniqueness! Thousands upon thousands are mass-produced each year for a huge number of collectors — there's NEVER a shortage of these things. And after so many years of our catalog being filled with sickeningly cute country field mice and rabbits and birds outfitted in oversized scarves, hats and mittens, it's getting damn hard to tell one 'special edition' ornament from the next!

"It's not the painstaking detail and quality of each item that makes Cheapskate Ornaments so special, either. Let's face it — we're basically dealing in glorified Happy Meal toys. In fact, our ornaments are probably manufactured and painted by the same underpaid third-world workers who create the PVC figures that come with Junior's hamburger and fries!

"You see, what makes Cheapskate Ornaments so special is you, the collector, ever willing to spend more money for "collectibles," even though the marketplace is totally glutted with worthless figurines and ornaments. So what if this year's 'Marilyn' ornament is last year's left-over 'Scarlett' with repainted blonde hair and a beauty mark? Just stamp the current year on the bottom and write it up as a 'catalog exclusive' in this year's catalog and we know we've got a winner!"

Three Sappy Favorites From Previous Collections

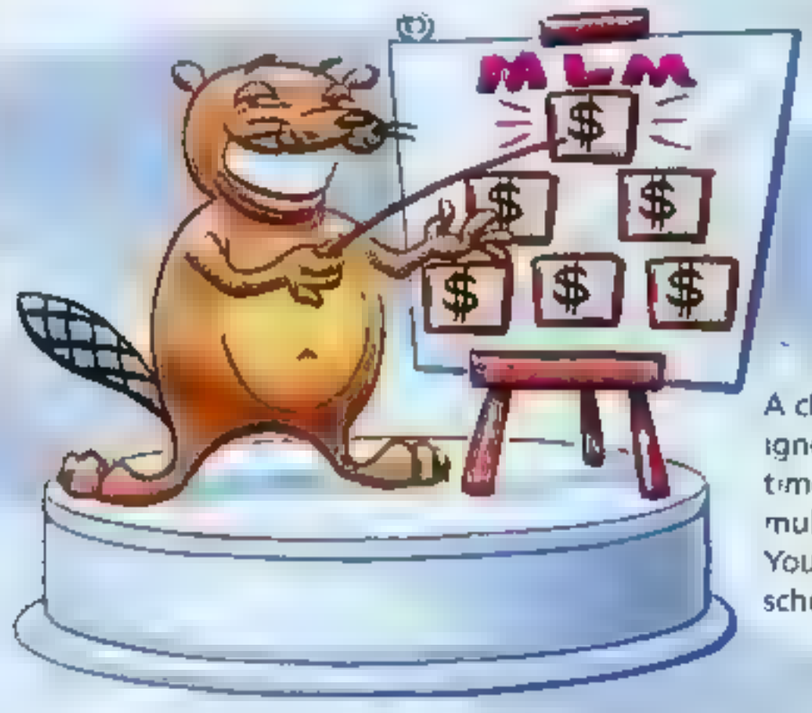
Each year, Hallmock introduces a new collection of Cheapskate Ornaments. Here are three of the most endearing from the past.

☐ **A *Three's Company* Christmas**
Dated 1978
Issued @ $6.95
$625-$695

☐ **John Tesh**
Third in the *Should Never Have Been Given a Recording Contract* series.
Dated 1995
Issued @ $8.95
$800-$875

☐ **Makin' Moonshine**
First in the *Backwoods Kinda Christmas* series.
Dated 1996
Issued @ $12.00
$550-$625

ASPCA Holiday Pets
Through special arrangement with the ASPCA, Hallmock is proud to offer these adorable original ornaments. We've scoured the nation's largest animal shelters for the cutest puppies and kittens scheduled to be destroyed. Each lifelike ornament features the sad eyes of an actual small dog or cat just moments before it is gassed or lethally injected. Please allow us to select a breed and method of execution. **$12.95**



Pyramid Scheme
A charming little ornament, perfect for any ignorant friend or relative about to waste valuable time and money investing in a "guaranteed-to-work" multi-level marketing program. Also makes a quaint "I-Told-You-So" gift for those who have lost small fortunes on such schemes. Sculpted by Louise Wilcox Peppermint **$16.95**

NOTE: The prices shown below each ornament represent the range of prices extremely stupid people will pay for these ornaments on the secondary market. Though we express no opinion concerning the validity or accuracy of this information, nor do we make any claims regarding the present or future market values of our products, by merely printing these extremely exaggerated market values in large type and this same disclaimer in teensy-weensy type, it is assumed that you will not even bother reading this, and that by now you'll either be rooting through your attic trying to find old Hallmock ornaments you'll wrongly believe are worth a fortune, or better yet, you'll be high-tailing it down to your local Hallmock store, ready to invest in plastic Christmas decorations as though they were blue chip stocks

THE NATIONAL CHEAPSKATE ORNAMENT COLLECTOR'S CLUB

The NCOCC was formed in 1986 by Hallmock when it was evident there was a great deal of money to be made by forming such a club, initiating annual dues, and increasing the number of Cheapskate Ornaments available each year tenfold. Your $25 membership fee entitles you to all of the following benefits and privileges...

- You'll receive four of our ugliest, most unpopular Cheapskate Ornaments, available exclusively to Club members, since we know we can't unload these dogs to anyone else.
- You'll have the opportunity to purchase other unpopular designs that will seem more appealing to you, the collector, when we tell you that they are EXCLUSIVE CLUB EDITION ORNAMENTS!
- You'll receive our annual Hallmock Holiday Catalog, the catalog available for free in Hallmock stores that shows each of our expensive ornaments, mailed directly to your home! Why settle for a nice, pristine copy at the store when we can send you a soiled, torn version, mishandled by the postal service, with a big ol' mailing label on the front?
- You'll receive invitations to attend special ornament-themed events where you can spend even more money.
- You'll be sent four issues of *Obsessed Ornament and Crazed Christmas Collector News*, full of self serving Hallmock press releases and ads for all the ornaments you'll be buying between now and December.

We're proud to say that The National Cheapskate Ornament Collector's Club benefits not only easily-led collectors, but Hallmock, too. In addition to all the profits we reap from club membership, we've been able to effectively squash more impromptu, relaxed, local ornament collecting clubs; and even more effectively, we've managed to keep competitors out of all ornament conventions, open houses and related functions! We've built the dinky Christmas tree doo-dad business up from nothing into a multi-million dollar operation, and then cornered the market ourselves! That's why we love the holidays!

1998 Hallmock Cheapskate Ornament Collector's Club
Membership Application

Name

Address

City

State Zip

Please check all that apply

☐ I have an obsessive/compulsive disorder that, as a collector, will make me buy every ornament you shove at me, regardless of how much I may not like them or how repetitive the designs are.

☐ I am prepared to make my children go without food for a few days to be able to afford any item a Hallmock brochure or representative deems "an excellent value for collectors."

☐ I am an unhappily married woman not getting any from my husband anymore, so I am making an effort to spend as much money as possible on worthless Yuletide gewgaws to fill the void.

Send this application with payment of $25.00 to:

Hallmock Cheapskate Ornament Collector's Club
P.O. Box 1225
Tinselgarland, MO 64141-122

☐ I am an overweight, unhappy single woman who has no hope for ever finding a male companion nor true happiness, but am willing to try to fill my empty life with little wooden creatures in Christmas settings cast in PVC and resin.

☐ My life is so miserable now that I try to make it Christmas year round to forget about my pain and loneliness.

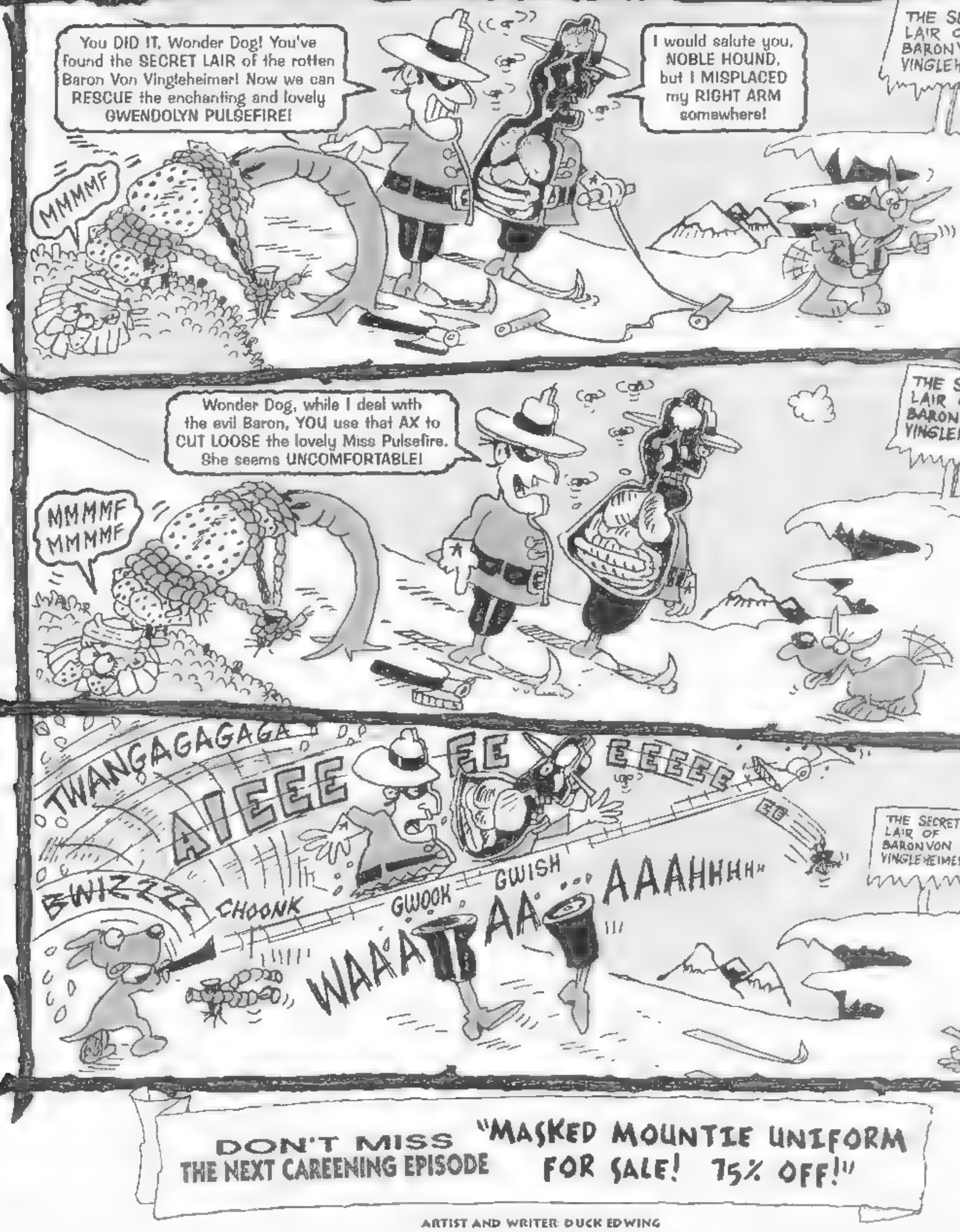
☐ My childhood was such a nightmare and Christmas such an annual letdown that I am now trying to make up for this regardless of the cost.

Share the Magic...
Share the Warmth...
Share Your Cash...
...With Us!

THE MASKED MOUNTIE AND HIS WONDER DOG, BISCUIT

CHAPTER XLIII

"THE LAIR OF DOOM!"


You DID IT, Wonder Dog! You've found the SECRET LAIR of the rotten Baron Von Vingleheimer! Now we can RESCUE the enchanting and lovely GWENDOLYN PULSEFIRE!
I would salute you, NOBLE HOUND, but I MISPLACED my RIGHT ARM somewhere!
THE SECRET LAIR OF BARON VON VINGLEHEIMER
MMMMF
Wonder Dog, while I deal with the evil Baron, YOU use that AX to CUT LOOSE the lovely Miss Pulsefire. She seems UNCOMFORTABLE!
THE SECRET LAIR OF BARON VON VINGLEHEIMER
MMMMF MMMMF
TWANGAGAGAGA
AIEEE
EE
EEEEE
BWIZZZZ
CHOONK
GWOOK
GWISH
WAA'A
AA...
AAAHHHH"
THE SECRET LAIR OF BARON VON VINGLEHEIMER
?

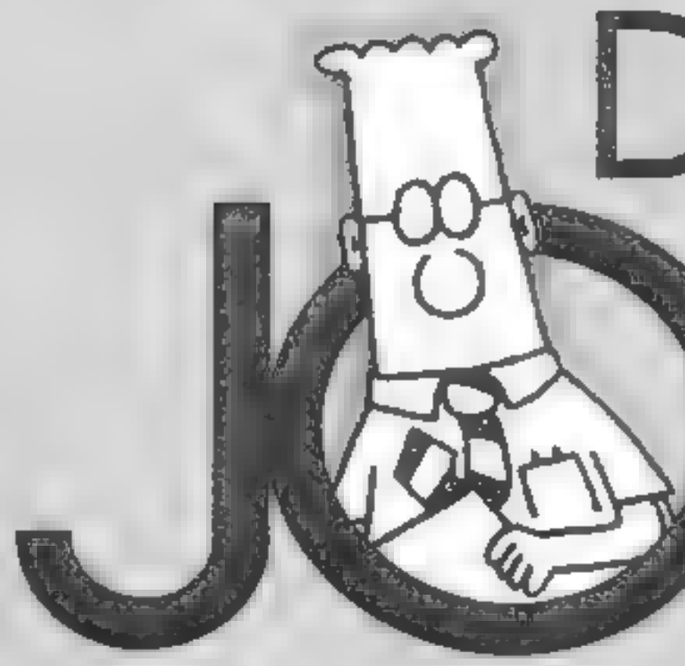
DON'T MISS THE NEXT CAREENING EPISODE "MASKED MOUNTIE UNIFORM FOR SALE! 75% OFF!"

ARTIST AND WRITER: DUCK EDWING

ADAMS RIBBED DEPT.

If you spend your waking hours pounding on a keyboard in a cramped, fabric-lined cubicle, then you know about "Dilbert." You and millions of other office drones and wire-headed technogeeks have succeeded in making it the hottest comic strip since Snoopy was a puppy. But what about the rest of America's workforce? They have no daily newspaper strip to identify with. What would it be like if Dilbert's creator, Scott Adams, were to apply his unique satirical "talents" to other drab and meaningless careers? Well, we wondered ourselves! So we set about to answer the musical question...

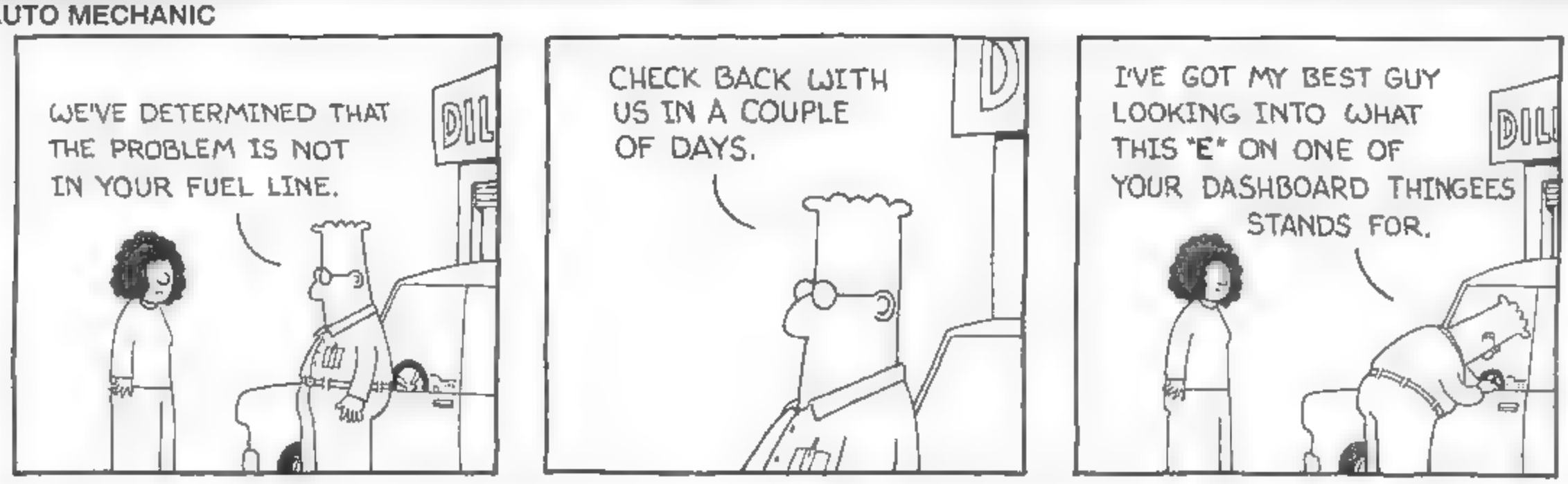
WHAT IF DILBERT HAD DIFFERENT JOBS?



TELEMARKETER

HELLO, MR. DEPIETRO, I'M CALLING TO INQUIRE IF YOU'RE SATISFIED WITH YOUR PRESENT SUMP PUMP.
HUH? OH, SURE.
DUM DE DUM DE DUM...
TWO HOURS LATER
CAN'T TALK NOW, CHIEF. I'M EXPECTING AN IMPORTANT CALL.

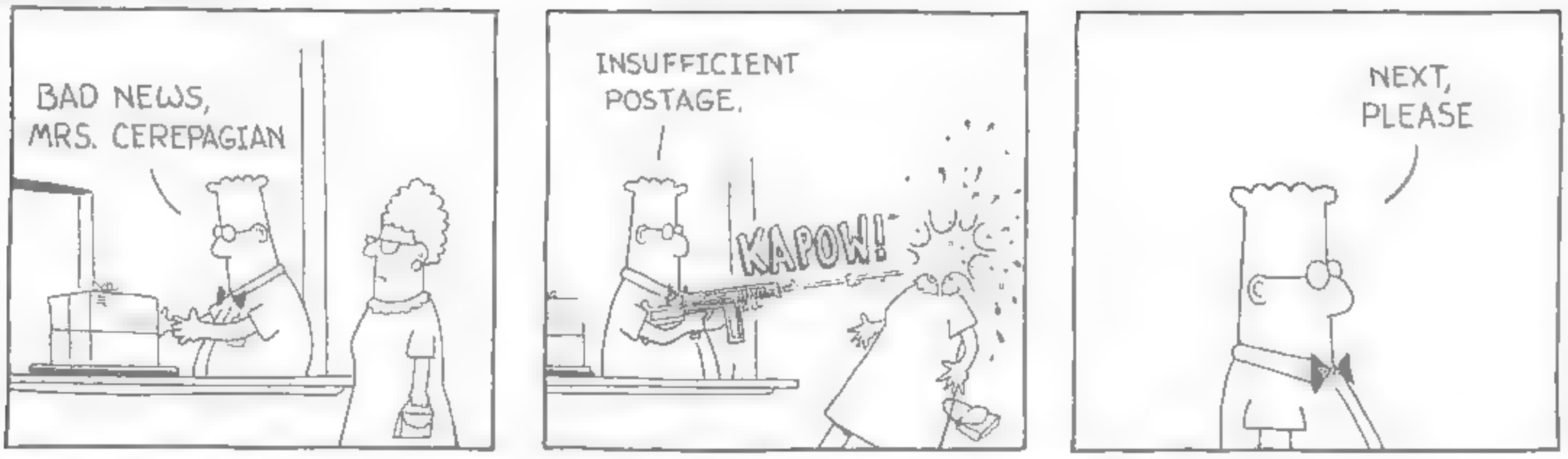
AUTO MECHANIC


WE'VE DETERMINED THAT THE PROBLEM IS NOT IN YOUR FUEL LINE.
CHECK BACK WITH US IN A COUPLE OF DAYS.
I'VE GOT MY BEST GUY LOOKING INTO WHAT THIS "E" ON ONE OF YOUR DASHBOARD THINGEES STANDS FOR.

VENTRILOQUIST

LITTLE RONNIE WILL NOW SING A MEDLEY OF JOHN COUGAR MELLENCAMP'S GREATEST HITS WHILE I STARE AT THIS CAN OF DIET CLAMATO JUICE WITH AN EXPIRED FRESHNESS DATE.
LITTLE DITTY ABOUT JACK AND DIAAANE...
THANK YOU.
I COULD SEE HIS TIE MOVE.
HE DIDN'T DO "PINK HOUSES."

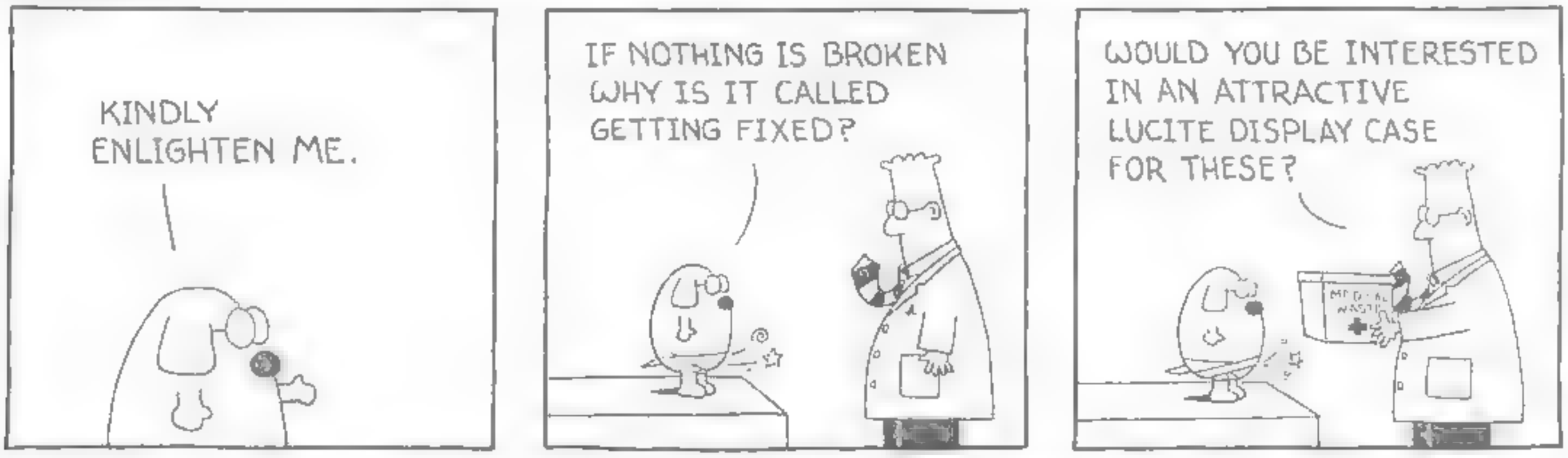
POSTAL WORKER



DEFENSE ATTORNEY

IT LOOKS LIKE THE ONLY WAY WE CAN WIN THIS CASE IS TO PLEAD TEMPORARY INSANITY.
WHATEVER YOU SAY, COUNSELOR.
HERE, YOU TAKE THE STEVE MARTIN ARROW AND I'LL GO WITH THE GROUCHO GLASSES.

VETERINARIAN

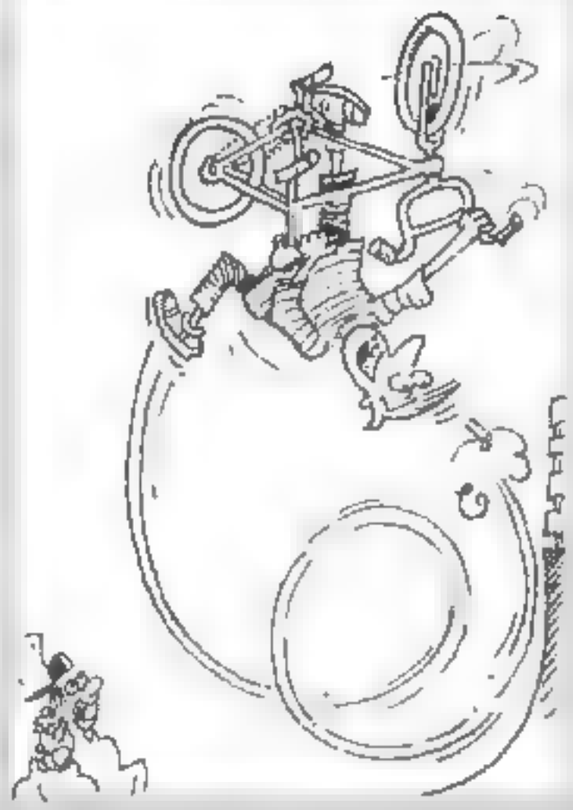

KINDLY ENLIGHTEN ME.
IF NOTHING IS BROKEN WHY IS IT CALLED GETTING FIXED?
WOULD YOU BE INTERESTED IN AN ATTRACTIVE LUCITE DISPLAY CASE FOR THESE?

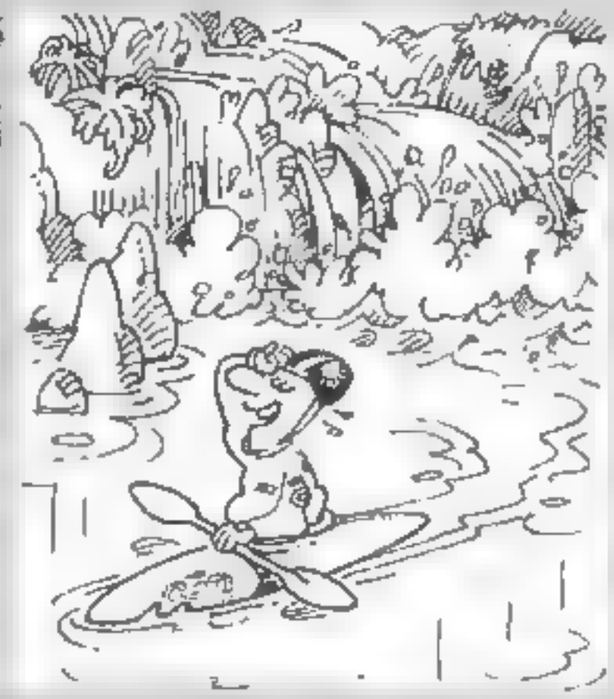
ADULT FILMMAKER

IN THIS SCENE, YOUR LOVER ROY HAS LEFT YOU FOR ANOTHER WOMAN AND YOU DECIDE TO COMMIT SUICIDE BY READING SOFTWARE MANUALS
UNTIL YOU IMPLODE.
WOULDN'T MY CHARACTER BE MORE LIKELY TO SLINK INTO A SEEDY SEAPORT DIVE AND DO EVERYBODY ON THE POOL TABLE?
ONLY IF IT'S DONE IN GOOD TASTE.
YOU MEAN, LIKE, ONE AT A TIME, RIGHT?

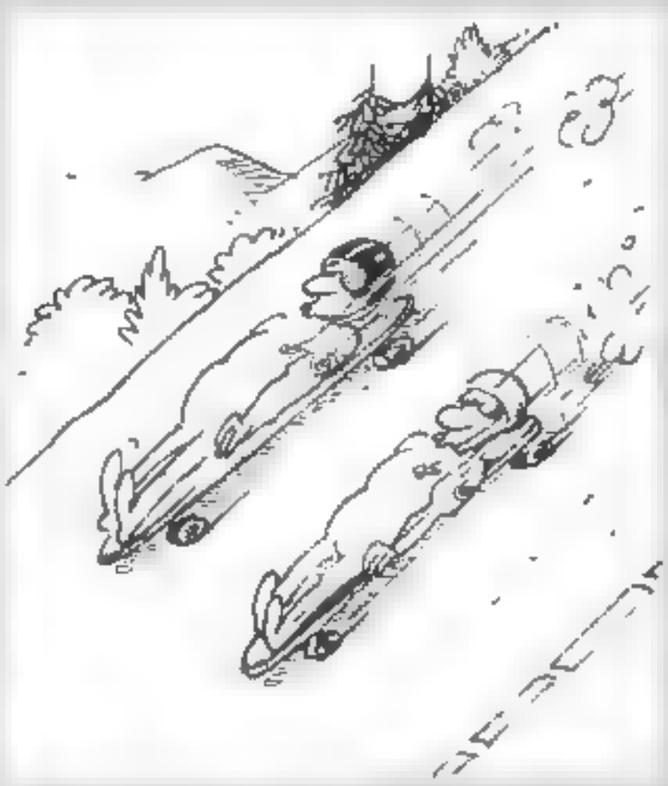
ARTIST AND WRITER: JOHN CALDWELL

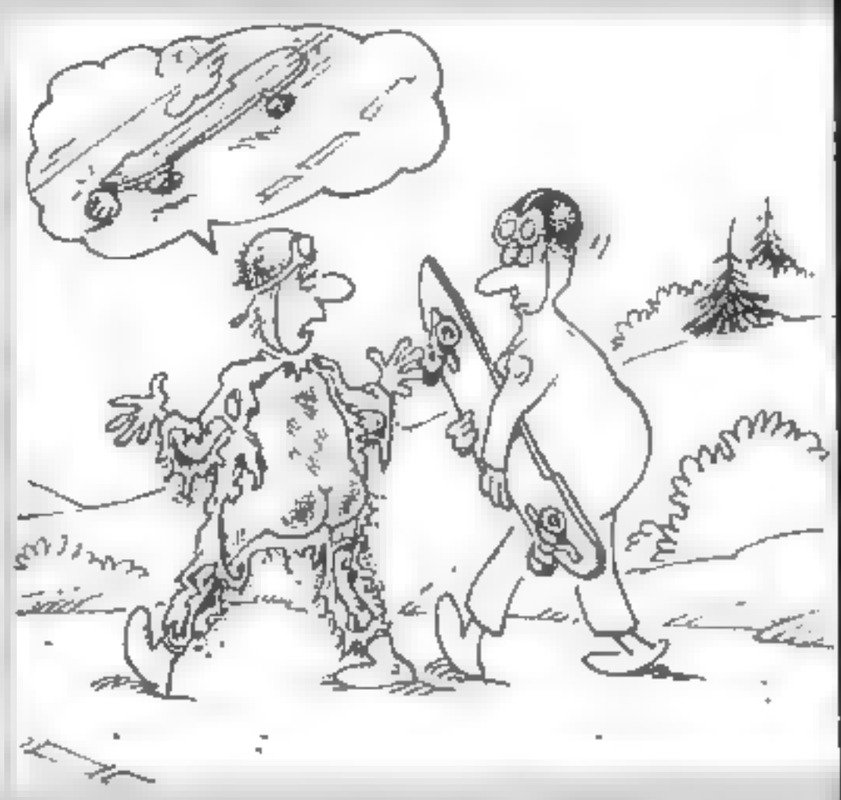
A MAD LOOK AT EXT

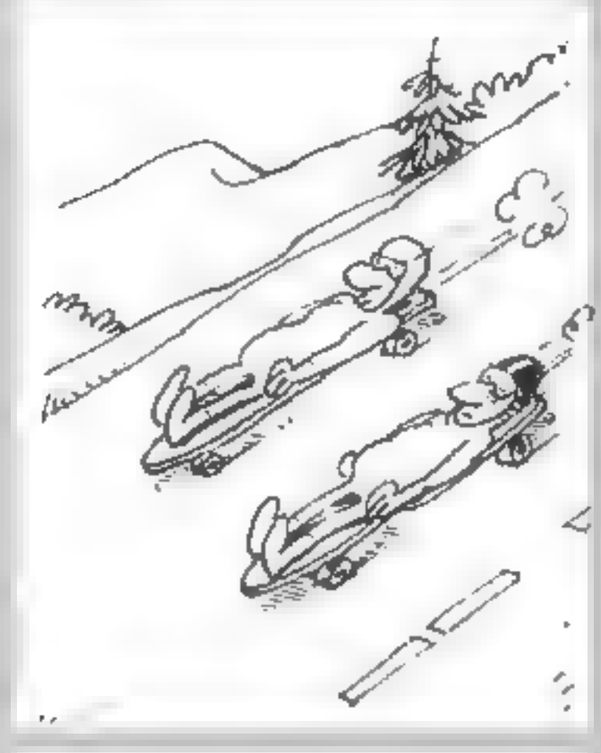


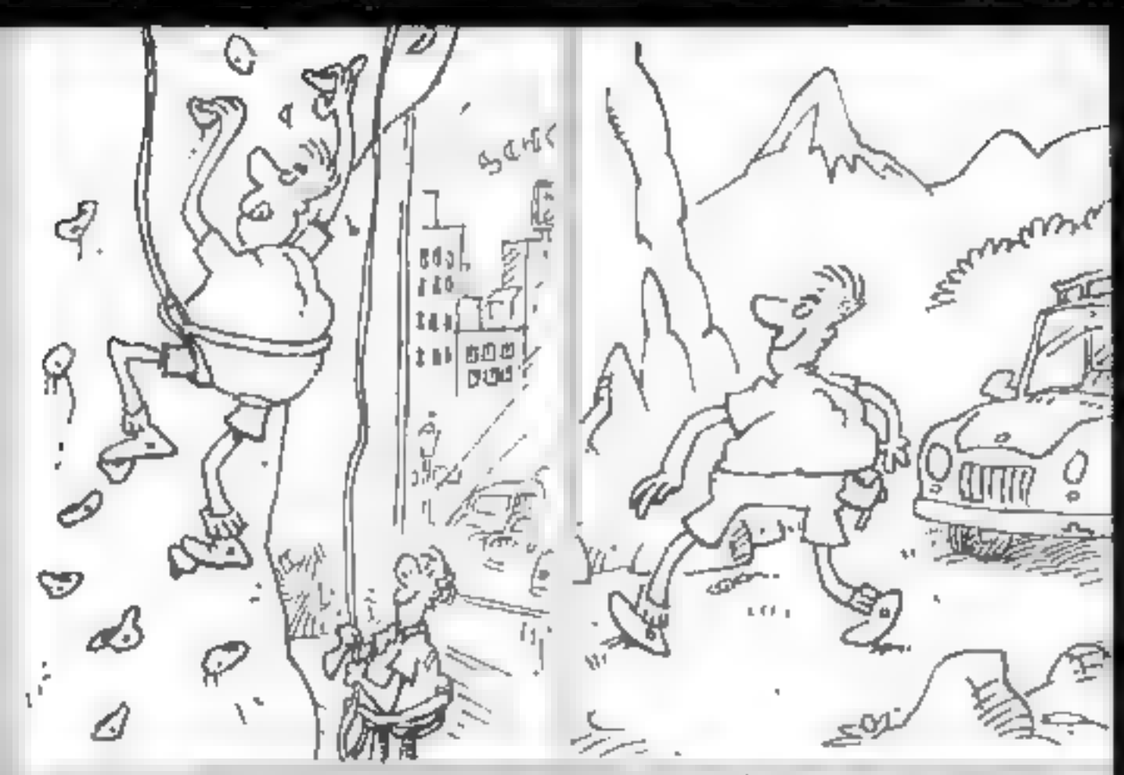


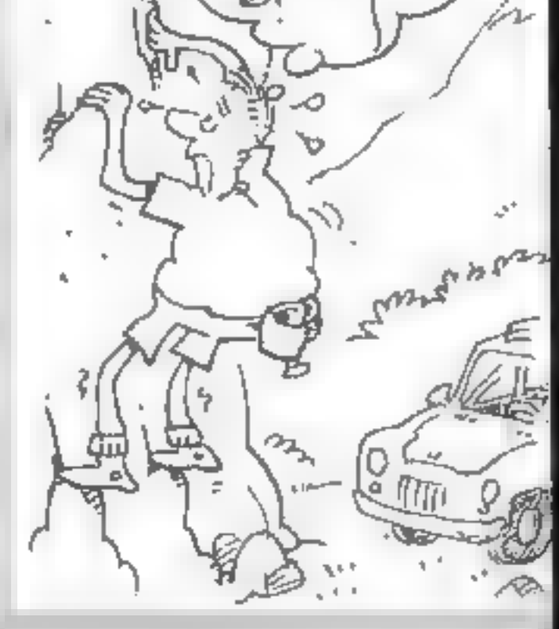
EXTREME SPORTS

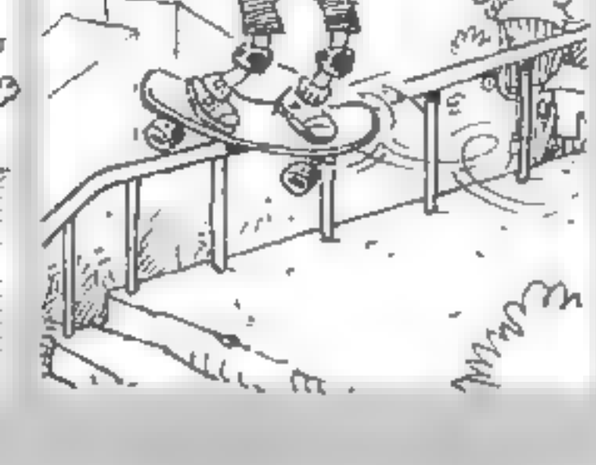








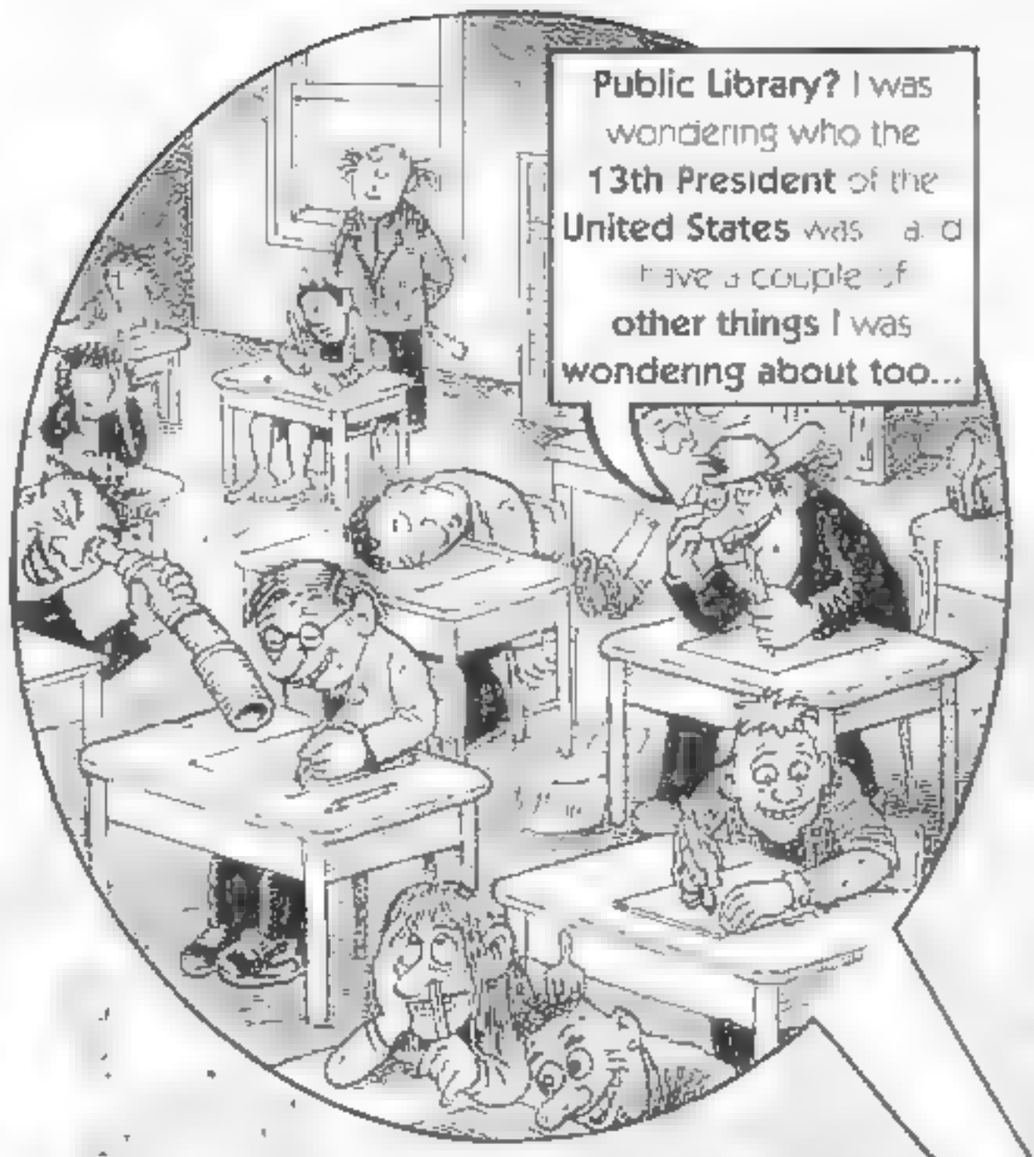


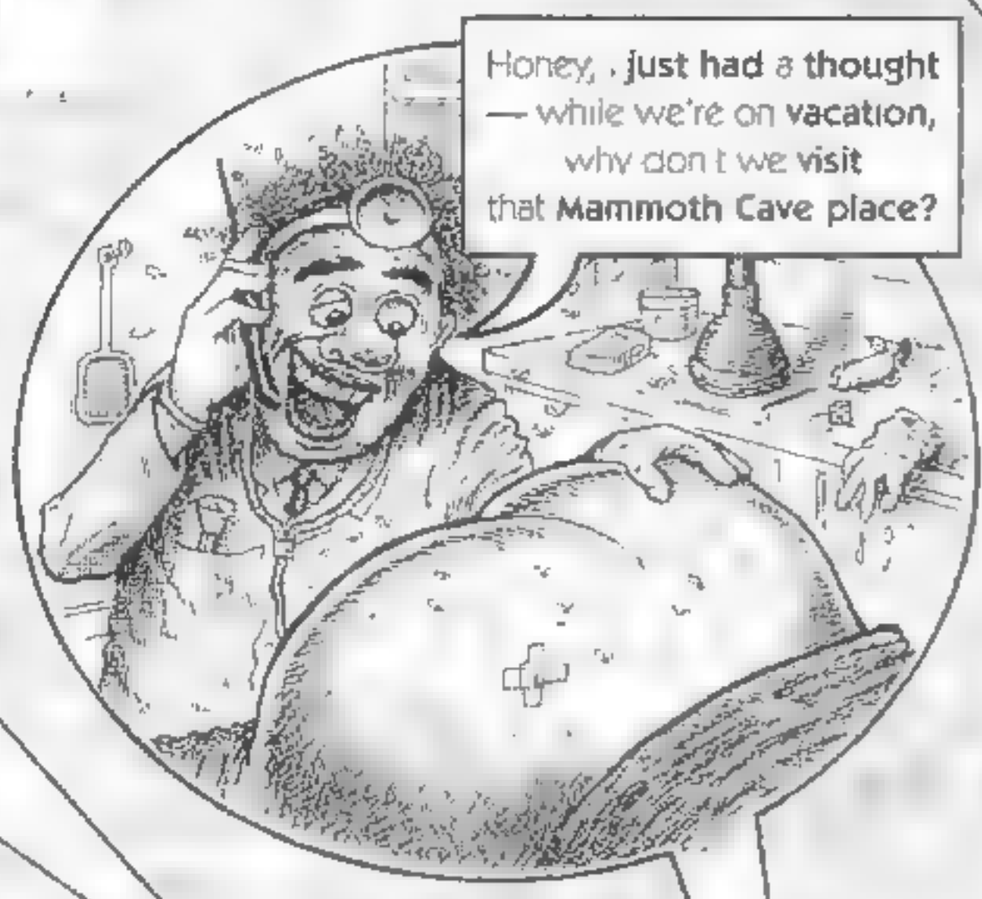


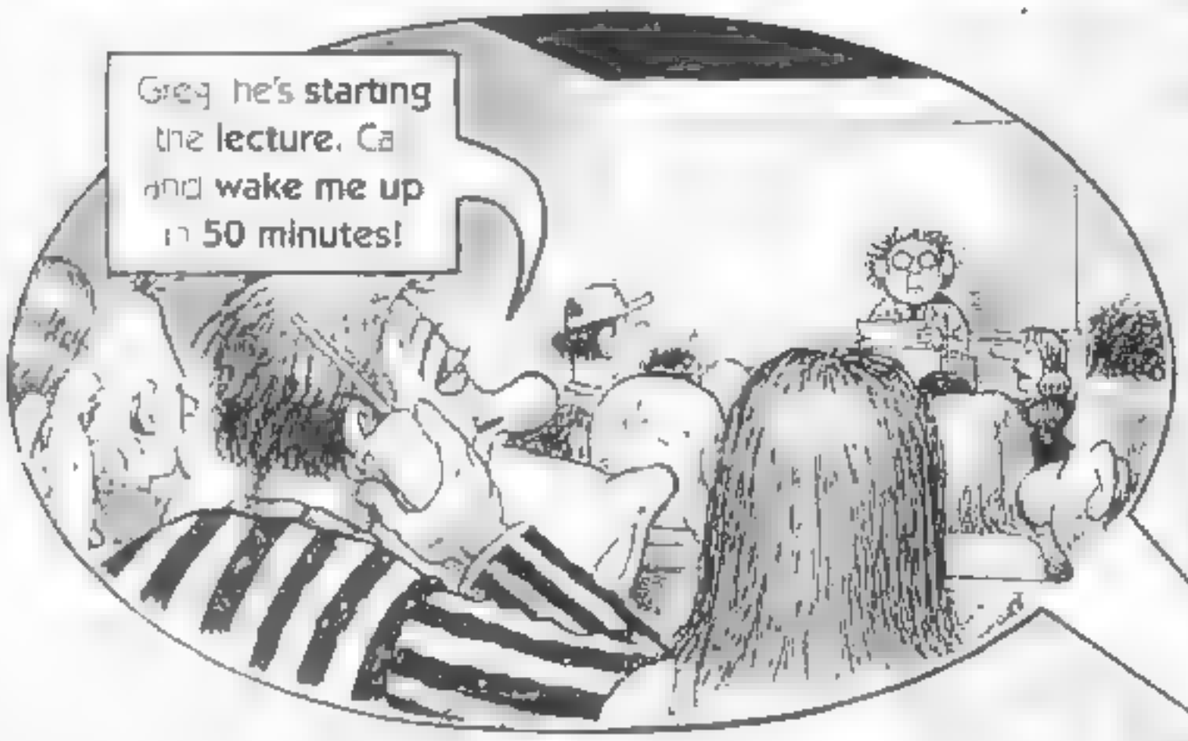
How did we ever live without cell phones?!?

Can you believe there was once a time when you had to enjoy a nice, quiet meal at a restaurant *without* the soothing sound of some chowderhead yammering away on his StarTac!? And remember when you had to sit at the movies in peace *without* knowing when the hen-pecked husband next to you was going to pick up his wife's dry cleaning!? And isn't driving so much more fun now that we have brain-dead morons trying to negotiate six-figure deals while careening down seven lane highways!? If those nimrods are going to insist on going portable, then the least they could do is try these...

Really Smart Uses for Cell Phones


Public Library? I was wondering who the 13th President of the United States was and have a couple of other things I was wondering about too...





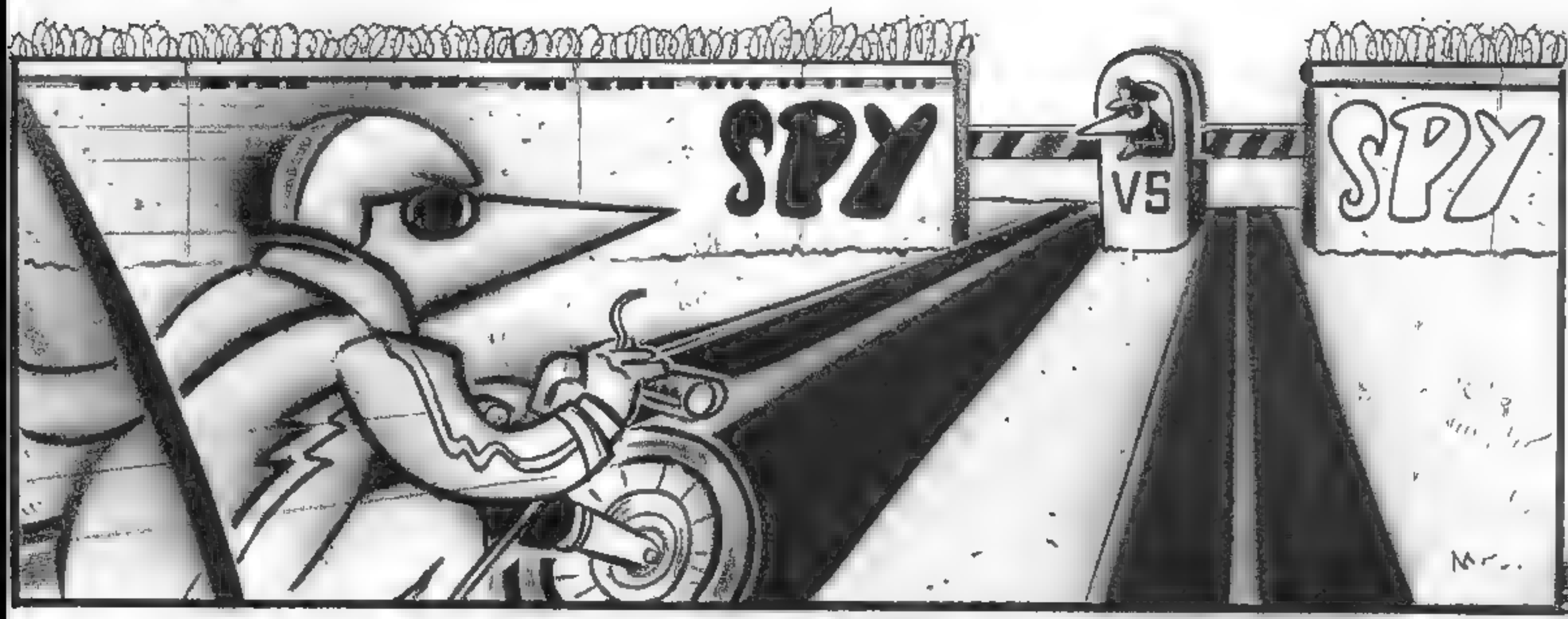
Honey, you **watching** the **game? Good!** Was this guy **safe** or **out?**

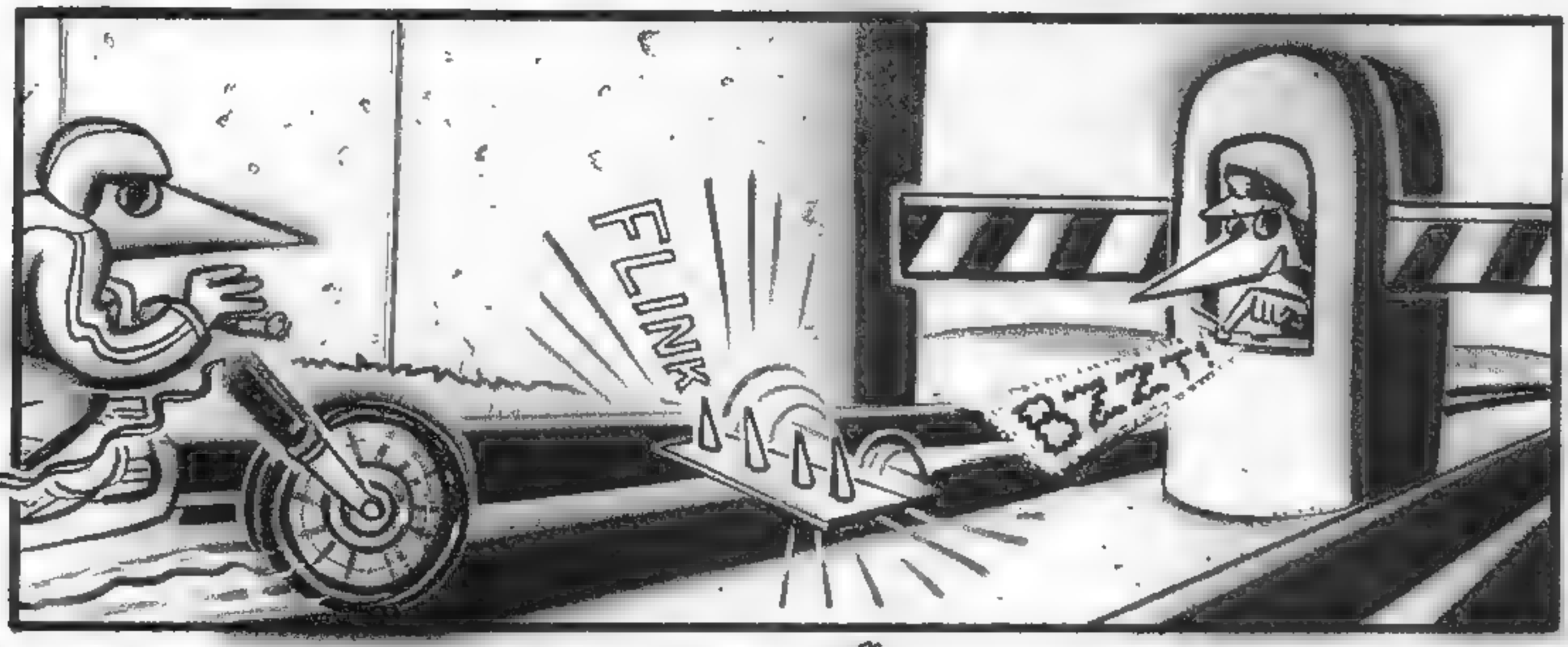
Hello. **Allstate?** My husband's in the **ground,** they're **throwing dirt** on him — **NOW** will you send me the **insurance money?**

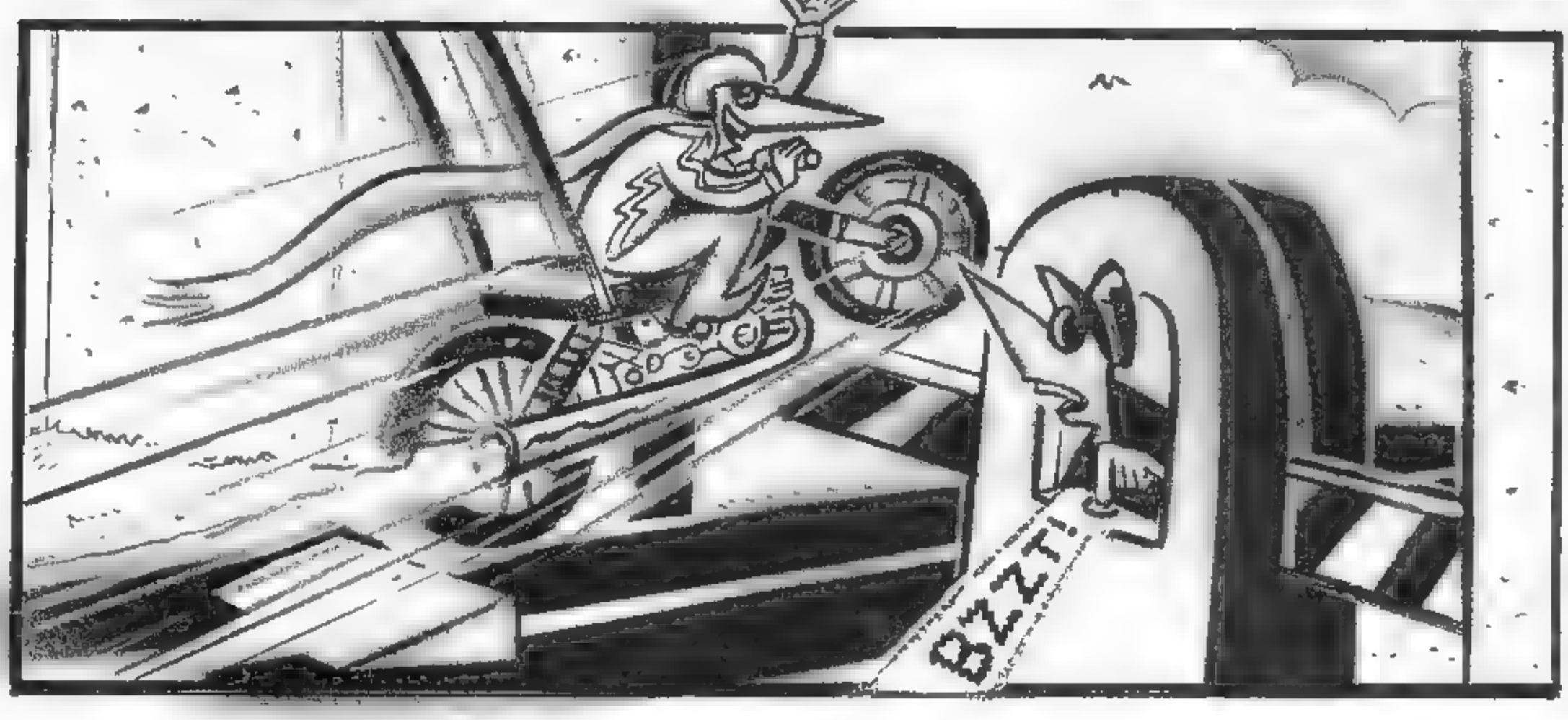
Building maintenance? This is the **fifth floor men's room!** How about some **toilet paper? Now!**

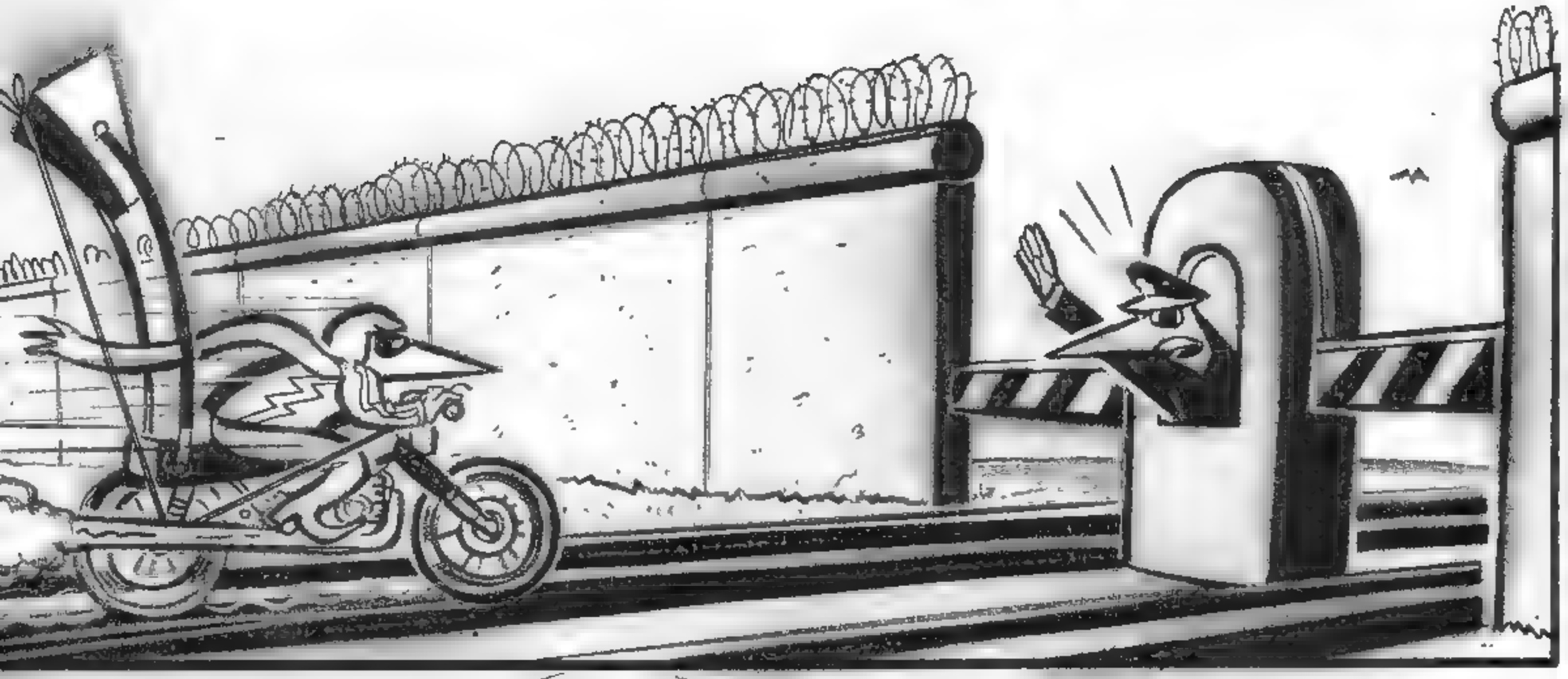
Ed? It's Debbie. Hey, **how many times** did we **do it last weekend** while your **wife** was **out of town?**

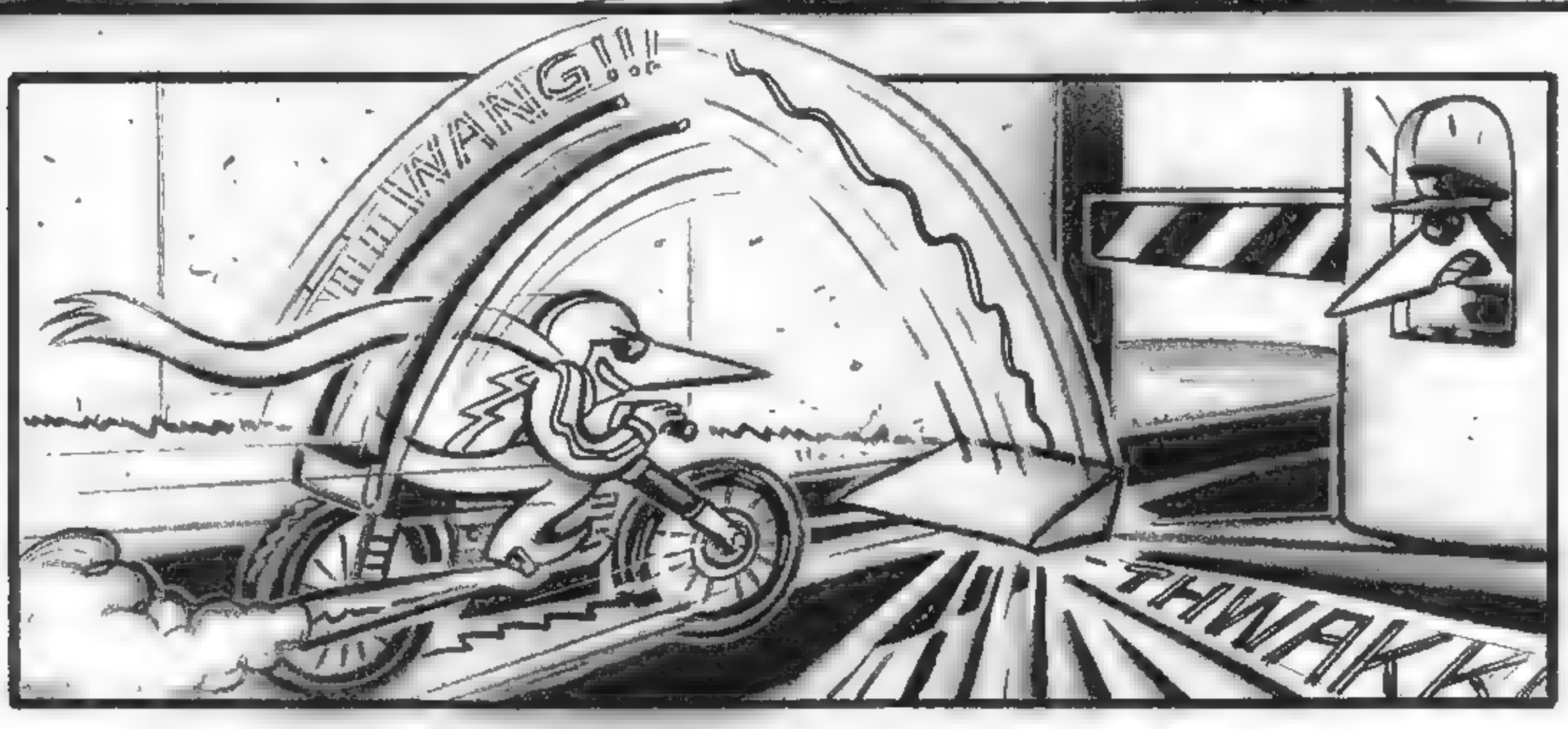
ARTIST: TOM BUNK WRITER: DENNIS SNEE

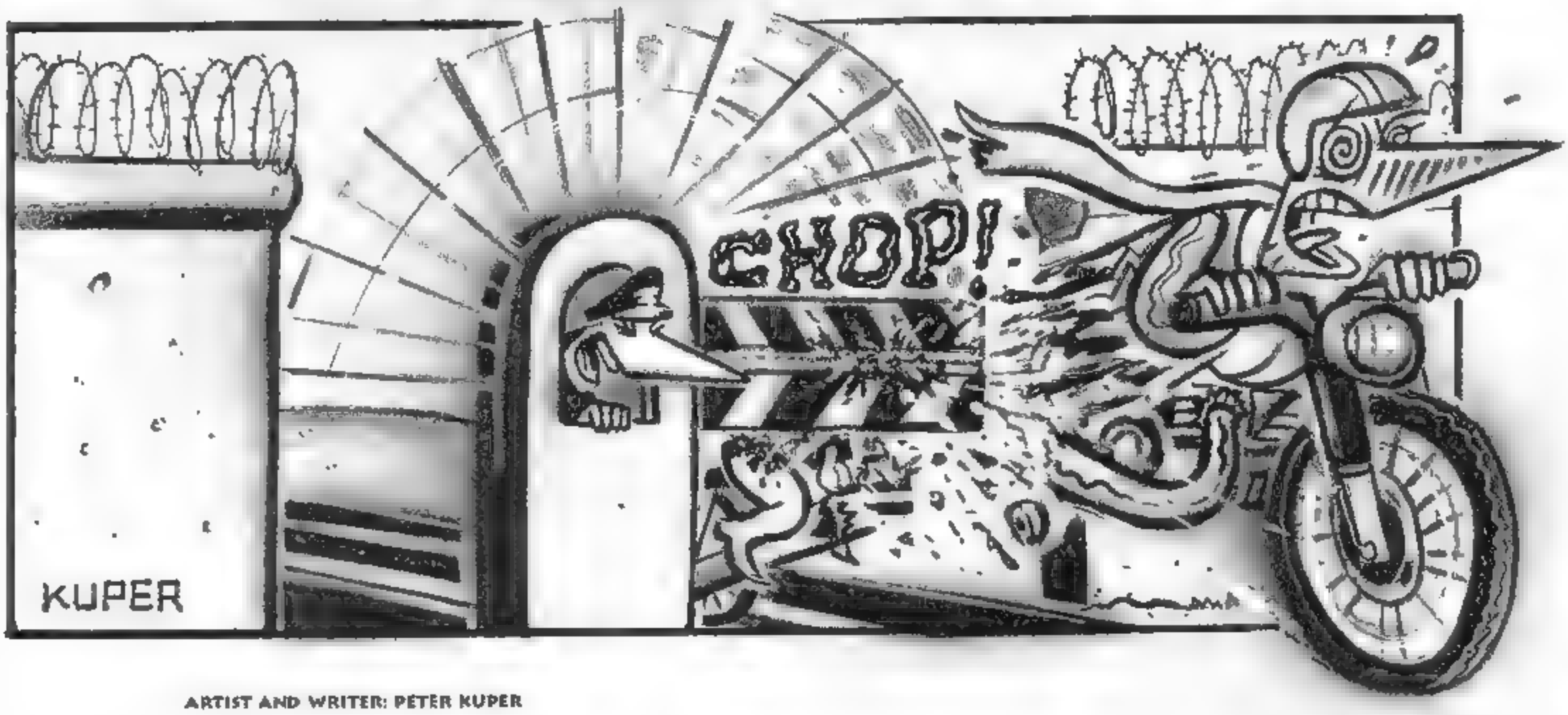

SPY
VS
SPY


FLINK
BZZT!


BZZT!







ARTIST AND WRITER: PETER KUPER

CANUCKLEHEADS DEPT.

THE MASKED MOUNTIE
AND HIS WONDER DOG, BISCUIT

THE SINISTER BARON VON VINGLEHEIMER

CHAPTER LXV

"THE PIT OF PERIL!"

Don't WORRY, lovely Gwendolyn! You WON'T drop into that pit of GRIZZLIES! The Wonder Dog and I are here to SAVE YOU!

MMMF..

It's ALL OVER for YOU, you EVIL SNAKE! I have you SURROUNDED!

Yoicks!

SNARL

ROWRL

GRRRR

What a GREAT DOG! Look, he took it upon himself to FREE GWENDOLYN!

MMMF MMMF MMMF

POIT

Your REIGN of TERROR is at an END!

GROOWOWL

GRRR

SNARL

EGAD! Those GRIZZLIES must have been STARVING! LOOK at them GO!

GASP

GRRRR

GRITZLE

SKRUMPTCH

GOOVRIK

Sigh! I WONDER if the lovely GWENDOLYN has a SISTER?

FLUNCH

SNARL

SNORT

PLINK

PLIPTCH

DON'T MISS THE NEXT UNBEARABLE EPISODE

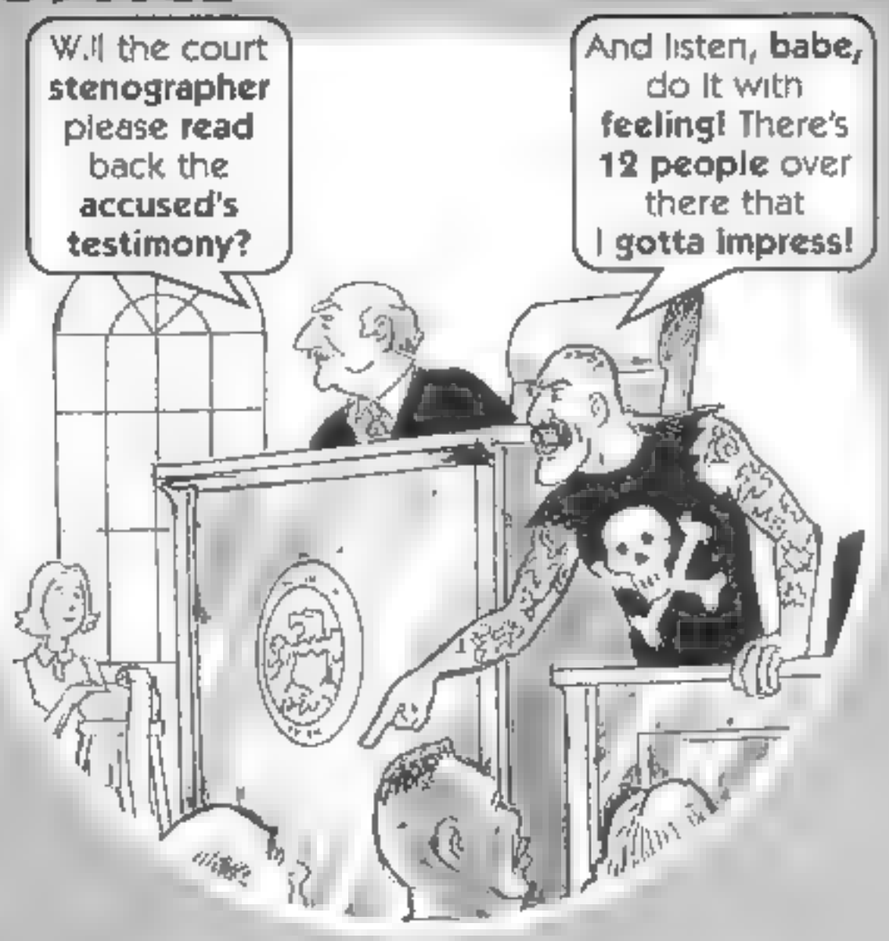
"BONE, BONE ON THE RANGE!"

ARTIST AND WRITER: DUCK EDWING

BERG'S-EYE VIEW DEPT.

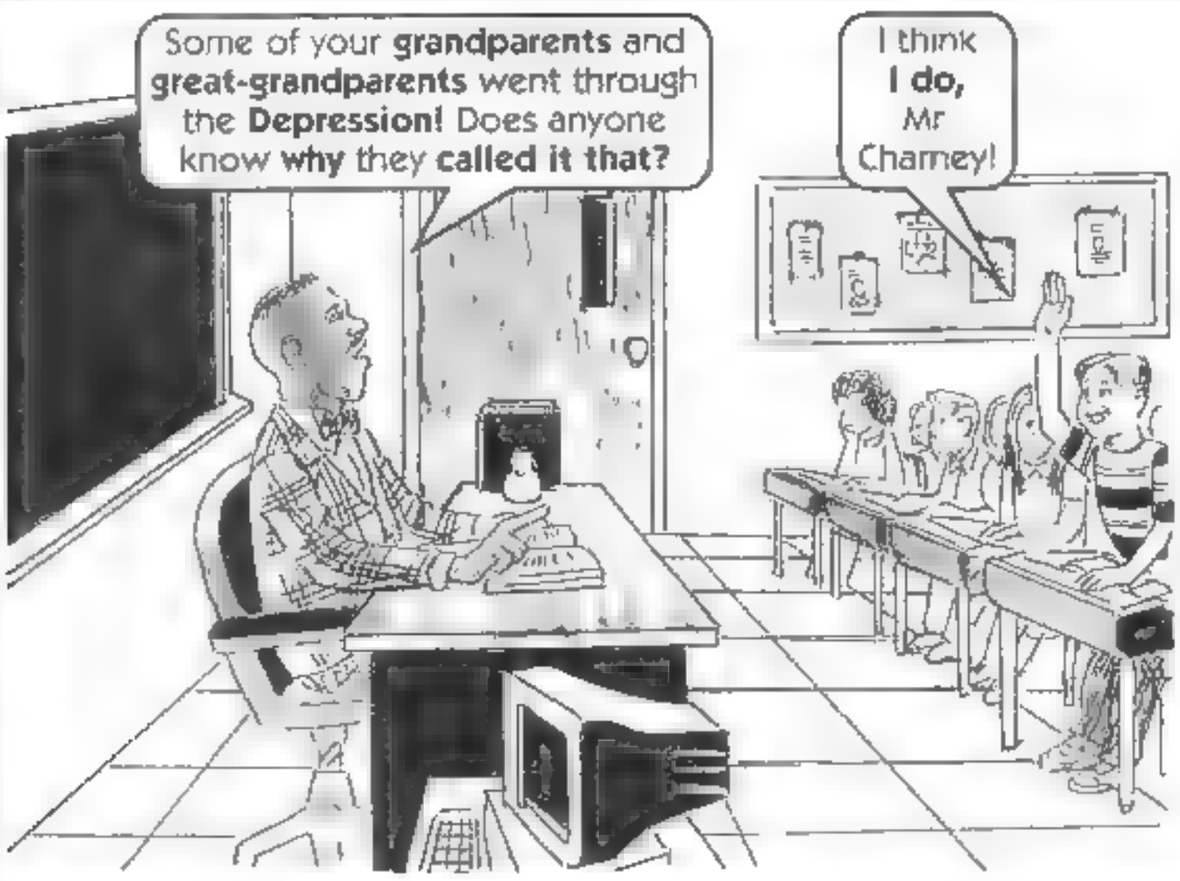
THE LIGHTER SIDE OF...

JUSTICE


W.ll the court **stenographer** please **read** back the **accused's testimony?**
And listen, **babe,** do it with **feeling!** There's **12 people** over there that I **gotta impress!**

HISTORY

ARTIST AND WRITER DAVE BERG


Some of your **grandparents** and **great-grandparents** went through the **Depression!** Does anyone know **why** they **called it that?**
I think **I do,** Mr Charney!

THE WORKPLACE

I'm terribly sorry, **Miss Phillips!** I didn't mean to **offend you!** Would you **please** run off a few **copies** of these **papers** for me?
Sure thing, **Dad!**

KEEPING TRACK

ROMANCE

SERVICE

THERAPY

SPEED

Officer, I was only **gone five minutes!** In that time someone put my car **on blocks** and **stole all four tires!** I want you to **find** the person **who did it!**
As **soon** as we do we'll **ship him off** to **jail!**
Don't do that! Bring him **to me!** I'll put him to **work** in **my factory!**

RELATIONSHIPS

How's it **working out** with you and your **mother-in-law** now that she's **moved** into **your house?**
Well, Richard, let's put it **this way** — we finally found **something** we **both agree on!**
We both wish **my wife** had **married someone else!**

CONCENTRATION

THE OFFICE

Jenette, we've been thinking...
...isn't it time we start to climb the corporate ladder?
Absolutely! You can start right now by changing that light bulb!

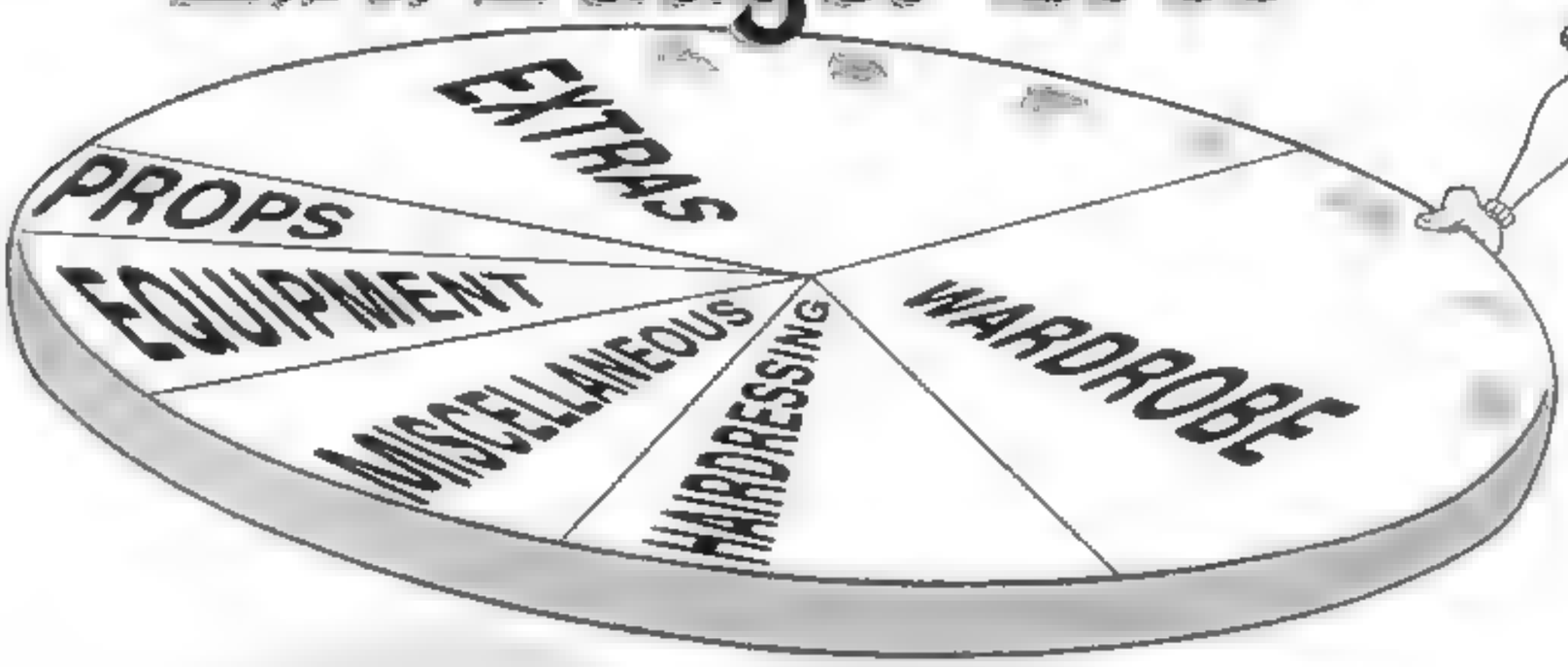
TOYS

DOCTORS

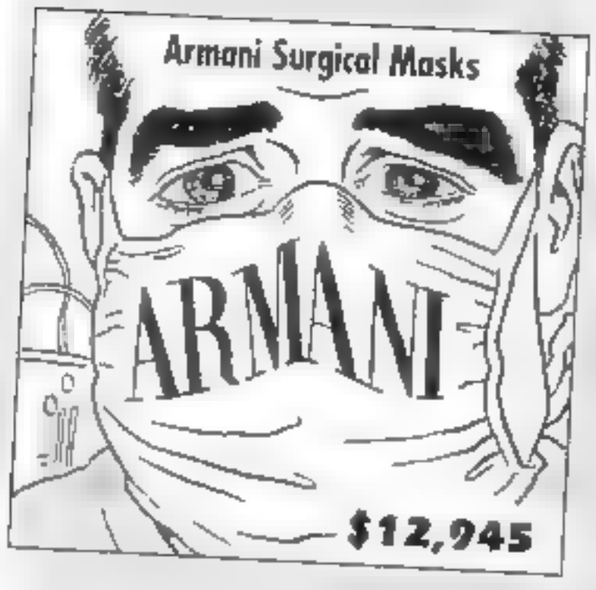
Doctor, I'm having side effects from that medication you prescribed on my last visit!
That's impossible, Kaputnik! That prescription was for a placebo, a perfectly harmless sugar pill for your hypochondria!
Whatever it was, I overdosed on it!

Earlier this year, NBC agreed to pay a reported $13 million per episode to keep its hit medical drama *E.R.* on the air — making it the most expensive series to produce in TV history! Is the peacock network getting its money's worth? You decide, as we look at exactly...

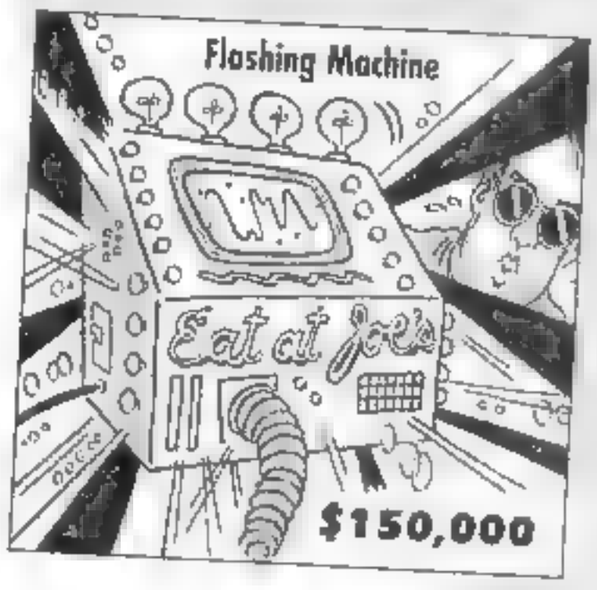
$13 Million-Per-Episode *E.R.* Budget Goes Where

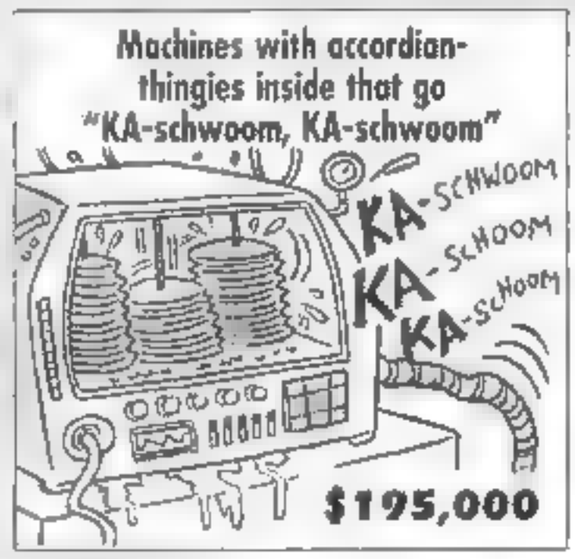


WARDROBE

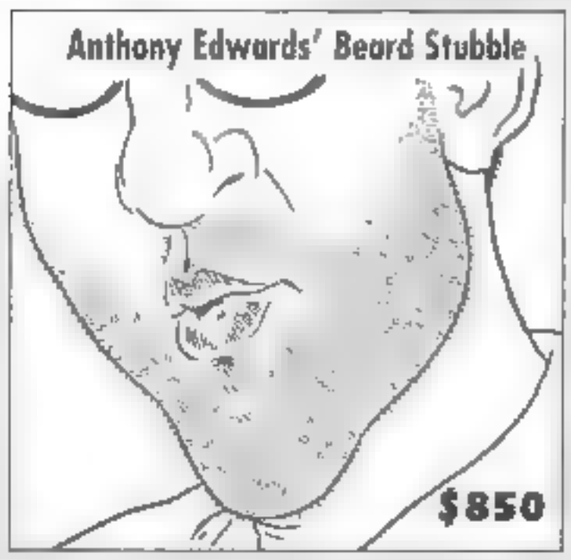


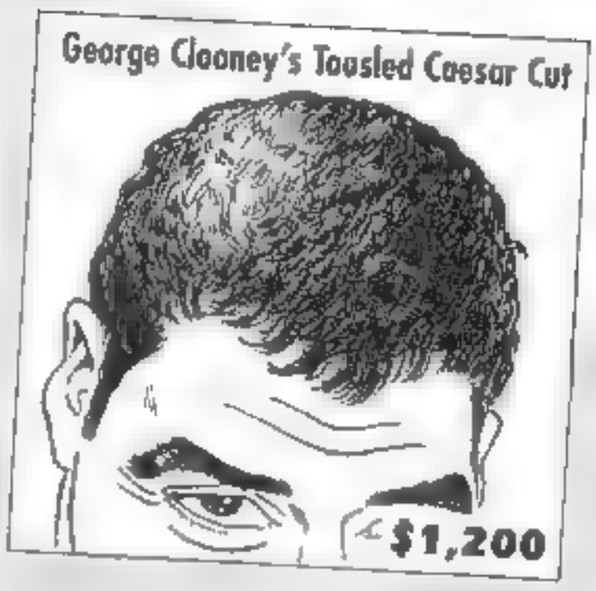
EQUIPMENT



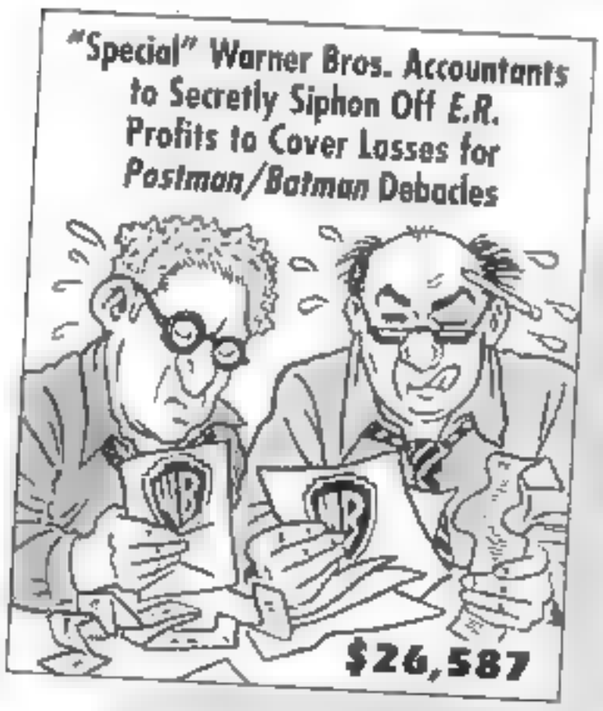


ARTIST: RICK TULKA WRITER: MIKE SNIDER

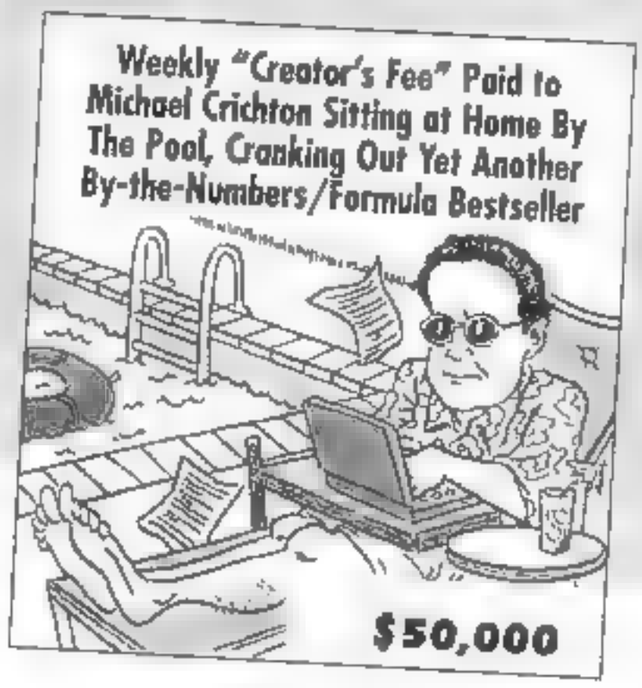




HAIRDRESSING

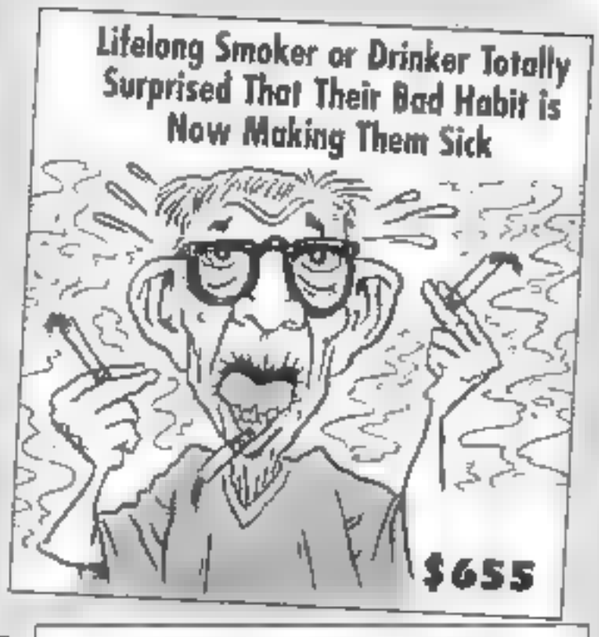


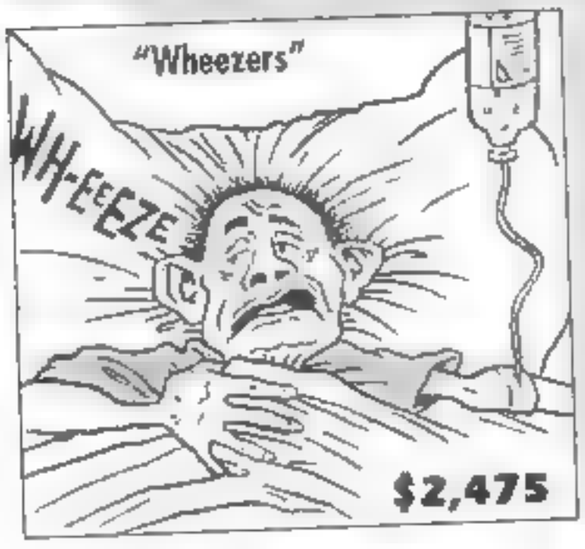
Million-Dollar State-of-the-Art Diagnostic Machines (Rented from Hospitals Who Never Use Them Because Their HMOs Won't Let Them)
$35,700

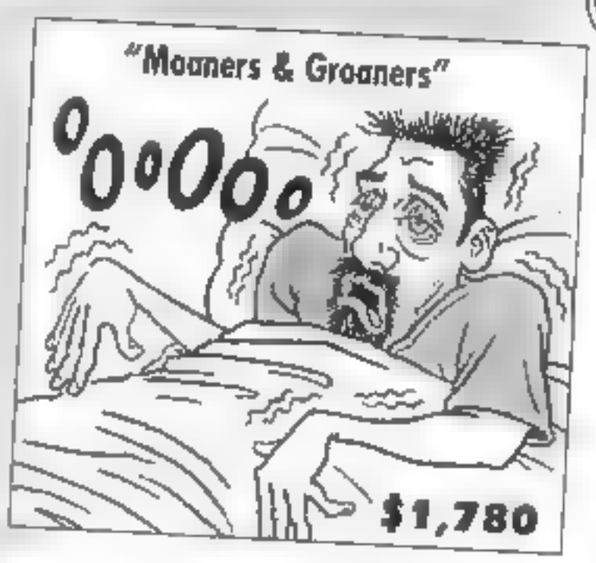

Weekly "Creator's Fee" Paid to Michael Crichton Sitting at Home By The Pool, Cranking Out Yet Another By-the-Numbers/Formula Bestseller
$50,000

MISCELLANEOUS

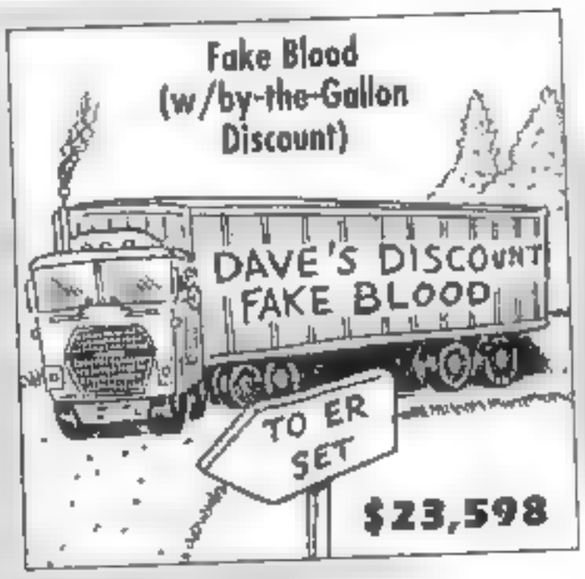
EXTRAS







PROPS



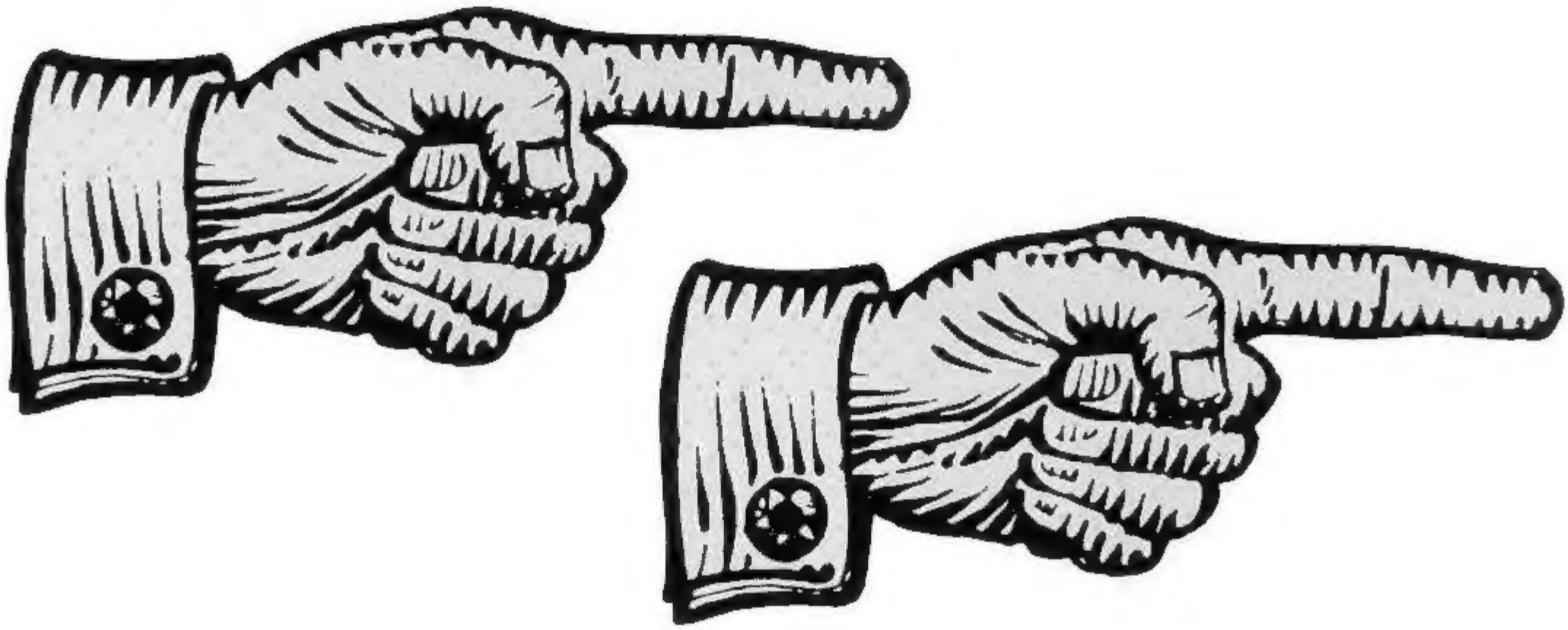
GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest newsmakers will be downloaded into the ground!

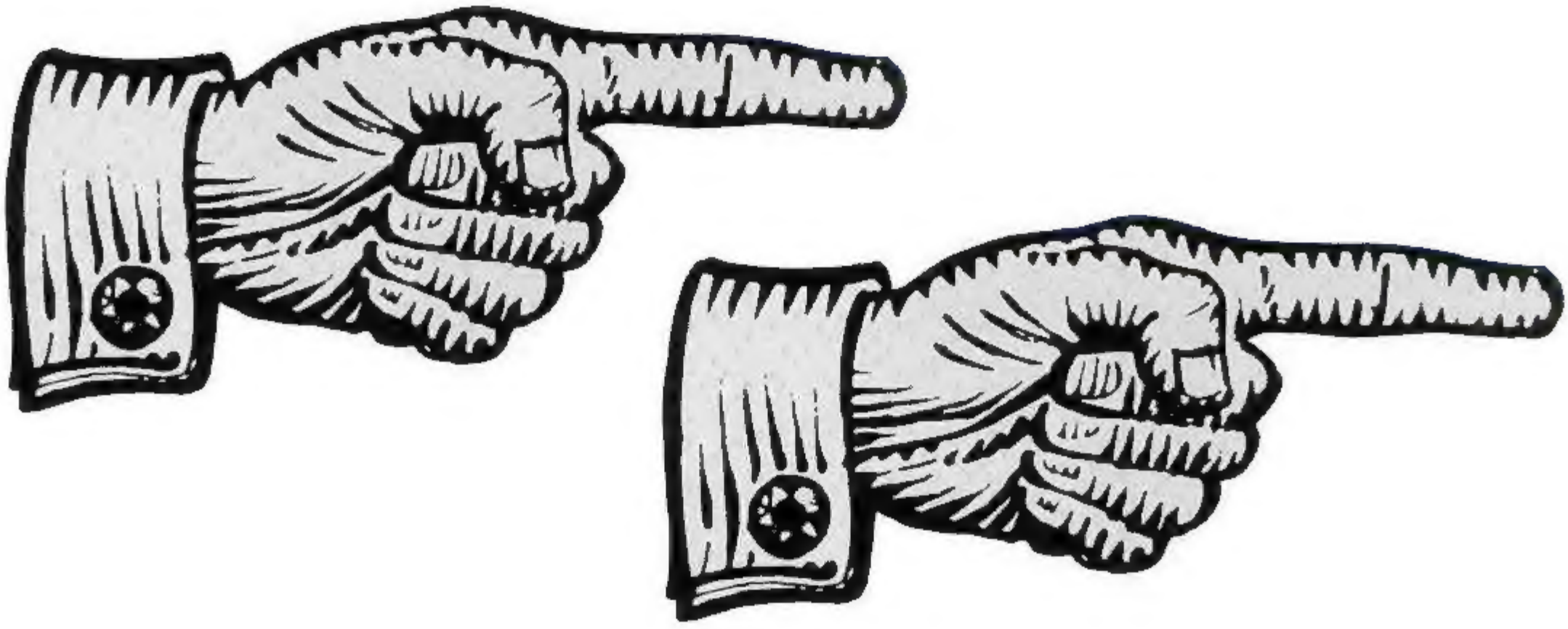
THIS MONTH'S FUTURE OUTDATED SOFTWARE:

ARTWORK BY BENJAMIN MEDIA
WRITTEN BY MIKE SNIDER



Nothing to see here!

Please skip ahead.



CAN YOU FIND THE ONE TURKEY IN THIS PICTURE WHO WILL BE LUCKY TO SURVIVE THANKSGIVING?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Most people get their turkeys from a local butcher or supermarket. Some people actually go to turkey farms to purchase their holiday fare, only to find that they are then totally responsible for the life or death of some poor defenseless creature. To find out which turkey is sure to get the ax this season, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"

HOPE FOR LIFE DIMS AS THE AXMAN MOVES TOWARD THE TURKEYS. SOME THINK HE'S A MONSTER AND SOME A HERO. TURKEYS ARE THE SEASON'S TRADITIONAL FALL GUYS AND NO ONE WANTS NEW SHOW OFFS TO COME IN AND CHANGE THINGS.

ARTIST AND WRITER: AL JAFFEE

CAN YOU FIND THE ONE TURKEY IN THIS PICTURE WHO WILL BE LUCKY TO SURVIVE THANKSGIVING?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

HOWARD

STERN'S NEW SHOW

IF NORMAN ROCKWELL DEPICTED THE 90's

"MONDAY MORNING PICKUP"